

## **Appendix A**

# *BUCKLE UP AMERICA CAMPAIGN, DATA AND LOGOS*



# The Buckle Up America Campaign

On average, every 13 minutes someone in America dies in a traffic crash; every 10 seconds, someone is injured. Many thousands of lives could be saved each year if only more people would buckle up.

America has as opportunity to put an end to this – to save lives, prevent injuries, and reduce health care and other costs that burden society when crash victims are unbelted.

**Buckle Up America** is a national campaign to increase seat belt and child safety seat use. America can make a difference through effective public education and by organizing local partnerships to strengthen occupant protection laws and to support active, high visibility enforcement of the existing laws.

## The National goals for the year 2005

- Increase the national seat belt use rate to 90 percent by 2005
- Reduce child fatalities by 25 percent\* by 2005

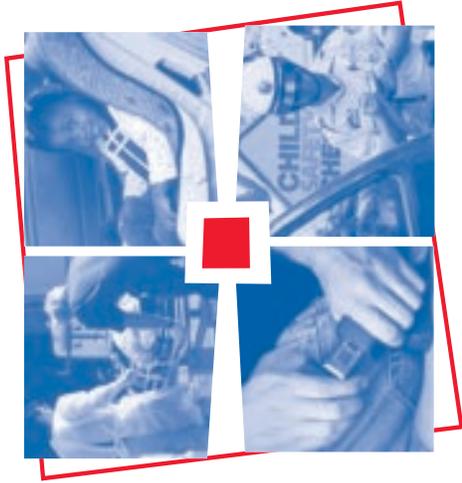
Meeting these goals would prevent an estimated 5,500 fatalities and 121,000 injuries, and save \$8.8 billion each year.

## So, Buckle Up America!



DOT HS 808 751  
August 1998

\*Using 653 fatalities in 1996 among children 0-4 years of age as a baseline. May be reproduced without permission.



For more information on **Buckle Up America** and for activities in your State or community, visit the National Highway Traffic Safety Administration (NHTSA) web site at [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)

write to  
**Buckle Up America**  
NHTSA NTS-21, 400 7th St., SW  
Washington, DC 20590  
or contact the NHTSA Regional Office  
for your State.



# Buckle Up AMERICA

There's Just **Too Much** to Lose




U.S. Department of Transportation  
**National Highway Traffic Safety Administration**

PARTNERSHIPS  
EDUCATION  
STRONG LAWS  
ENFORCEMENT  
**SAVING LIVES**



# Buckle Up America

## What's the Problem?

On average, every 10 seconds someone is injured in a traffic crash and every 13 minutes someone is killed. Personal pain – a child's grief from losing a parent – or serious injury to a family member cannot easily be measured. But costs can be measured and motor vehicle crashes cost America over \$150 billion a year – that's an average of \$580.00 per person.

About half of all children under the age of five who die in crashes are not buckled up. Crashes are the leading cause of death for children from 1 to 14 years of age. In fact, traffic crashes are the leading cause of death for Americans through age 24. Over 40,000 people die in crashes each year and over one fourth of the population doesn't buckle up.

## What's the Solution?

**Seat belts and child safety seats.** In a crash, when people wear seat belts and children are properly restrained, medical costs are reduced because injuries are reduced. When lap/shoulder belts are properly used, the risk of death to front seat passenger car occupants is reduced by 45%. When used correctly, child safety seats reduce fatal injury by 71% for infants (less than 1 year old) and 54% for toddlers (1–4 years old) in passenger cars.

**And remember, never place a rear-facing infant seat in the front seat of a car equipped with a passenger side air bag. The safest place for children 12 and under is properly secured, in the back seat.**

## How Buckle Up America Works

**Buckle Up America** was initiated to stop this growing threat to American society. Every family and every person has a role to play – by buckling up and by making sure all children are properly secured – every time, on every trip.

Everybody has a role to play. Civic groups and community organizations can make buckling up a priority. Business and industry can deliver seat belt messages to employees. The medical community can provide patients seat belt information during injury prevention activities, schools can hold safety lessons, law enforcement can visibly enforce seat belt and child safety seat laws to ensure the public safety. Safety groups can target non-users and part-time seat belt users with effective messages to encourage them to buckle up, and everyone can join together to work to strengthen laws. Everyone can save – lives and money.



## One Season At A Time

**Consider working in your community to Buckle Up America. A good way to tackle this challenge is to work season by season.**

**Child Passenger Safety** (January, February, March) centers on the needs of children, ages 0-12 and peaks with February's National Child Passenger Safety Week. Child safety seat checks, working with pediatricians, clinics and businesses, encouraging high visibility enforcement of child passenger safety laws, and focusing legislative attention on this issue can reap benefits in your State or community.

**Buckle Up Americal** (April, May, June) focuses on getting everyone to wear belts. It peaks with May's National Buckle Up Americal Week and puts an emphasis on enforcement of all occupant protection laws. Support law enforcement in your community and publicize and promote the important work they do to protect all of us.

**School Days** (July, August, September) targets school aged children from kindergarten through college. For them, this is the beginning of a new year. Let's help them graduate safely by making sure they are always buckled up, whether it's in a car pool or driving back to campus.

**Safe Holiday Travel** (October, November, December) concentrates on the time of year when so many Americans travel to spend time with family and friends. The Safe Holiday Travel Campaign combines high visibility enforcement, the Buckle Up America messages and the traditional holiday safety message not to drink and drive. The best defense against an impaired driver is a seat belt.

# Campaign Strategy



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## Buckle Up America Strategy

Increasing the national seat belt use rate to 90 percent would prevent an estimated 5,500 deaths, 121,000 injuries and save society \$8.8 billion annually. But the numbers will not move on their own. To reach 90 percent belt use nationally, every State and community should be involved in **Buckle Up America** and every campaign needs to develop effective public-private partnerships. Here are the four key elements to embrace as we work together to **Buckle Up America**.

### THE FOUR KEY ELEMENTS TO INCREASING SEAT BELT USE

- 1 Make Buckling Up a Priority.** Increasing seat belt use is still the single most effective thing we can do to save lives and reduce injuries on American roadways.
- 2 Tailor the Campaign to Your Needs.** No single approach will work in every State or community. Identify your needs and opportunities and then design your **Buckle Up America** effort to best meet those needs.
- 3 Use Messages That Work.** Research shows that there are three key messages that move Americans to action. Use these key messages to help explain why **Buckle Up America** is so important to all of us.
  - **Kids** – Unbuckled drivers endanger kids by setting bad examples for them to follow. When a driver is unbuckled, 70 percent of the time so are children riding in that vehicle.
  - **Costs** – Unbuckled occupants cost us *all* money because we all pay for crash victims. Inpatient hospital care costs for unbuckled crash victims are 50 percent greater than for belted victims.
  - **Everyone has a role** – We all have a stake in this problem and we are all part of the solution. We must all buckle ourselves, buckle our children and call upon others to do the same.
- 4 Implement a Four-Part Strategy.** In order to reach the national goals and the goals you identify at the State and community levels, we must concentrate our efforts on four tracks simultaneously.
  - **Organize, Organize, Organize** – Organizing strong partnerships is the heart of our work to achieve 90 percent seat belt use. We must educate citizens, create State and local partnerships, and broaden and activate these partnerships to pass stronger legislation, and support enforcement to achieve the goals of **Buckle Up America**.
  - **Public Education** – Generate visibility about **Buckle Up America**, your activities, and national and State goals. Remind others that the price for unbuckled occupants is too high, and that we all have a part to play in buckling up America.
  - **Legislation** – Work to pass primary (standard) seat belt laws in every State and close the gaps in child passenger safety laws to ensure that all children are covered in all seating positions.
  - **Enforcement** – Support local law enforcement's efforts to seek compliance with the State's seat belt and child passenger safety laws. Publicize your support of law enforcement's efforts.

# Key Messages



## Buckle Up America Key Messages

What motivates people to buckle up? What information helps others understand why everyone should ride buckled – on every trip? Research conducted for **Buckle Up America** shows that the following statements best summarize the critical messages that work to move people to action.

No matter what State you live in, these persuasive messages most often will be the same. These key messages can help guide your communications as you create State and local programs. And when questions arise about seat belts and child passenger safety issues, these key messages can help you answer them.

### IT'S TIME TO BUCKLE UP

#### Seat Belts Are a Priority

Every hour someone dies in America simply because they didn't buckle up.

Failure to buckle up contributes to more fatalities than any other single traffic safety-related behavior.

Despite terrible traffic problems such as aggressive driving, increasing seat belt use is still the single most effective thing we can do to save lives and reduce injuries on America's roadways.

#### Protecting Kids

Adults who don't buckle up are sending children a deadly message that it is all right not to wear a seat belt. Children model adult behavior. Research shows that if a driver is unbuckled, 70 percent of the time children riding in that vehicle won't be buckled either.

Data suggests that education alone is not doing the job with young people, especially males ages 16 to 25 – the age group least likely to buckle up. They simply do not believe they will be injured or killed. Yet they are the nation's highest-risk drivers, with more drunk driving, more speeding, and more crashes. Neither education nor fear of injury or death is strong enough to motivate this tough-to-reach group. Rather, it takes stronger seat belt laws and high visibility enforcement campaigns to get them to buckle up.

#### Saving Lives

Seat belts are the most effective safety devices in vehicles today, estimated to save over 11,000 lives each year. Yet one out of four American adults continue to ride unbuckled.

If 90 percent of Americans buckle up, we will prevent more than 5,500 deaths and 121,000 injuries annually.



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### **Saving Dollars**

The cost of unbuckled drivers and passengers goes beyond those killed and the loss to their families. We all pay for those who don't buckle up – in higher taxes, higher health care and higher insurance costs.

On average, inpatient hospital care costs for an unbelted crash victim are 50 percent higher than those for a belted crash victim. Society bears 85 percent of those costs, not the individuals involved. Every American pays about \$580 a year toward the cost of crashes. If everyone buckled up, this figure would drop significantly.

By reaching the goal of 90 percent seat belt use, and 25 percent reduction in child fatalities by the year 2005, we will save \$8.8 billion annually.

### **Everyone Is Part of the Solution**

**Buckle Up America** is a broad, public-private partnership of community and health groups, safety advocates, businesses, law enforcement, legislators, public officials and concerned citizens. These partners realize that seat belts and child safety seats save lives and money. And because everyone is affected when others ride unbuckled, everyone must be a part of the solution.

### **Legislation**

On average, States with primary (standard) seat belt laws have seat belt use rates about 13 percentage points higher than States with secondary seat belt laws.

Everyone would agree that protecting lives with seat belts is at least as important as a broken tail light or littering. Yet, while virtually every State has primary laws that allow law enforcement officers to stop and ticket a violator for having a broken tail light or for tossing trash out the window, not all States have primary laws for seat belt use.

State laws should explicitly require children to be in age- and size-appropriate child safety seats or seat belts. But many States currently have "gaps" in child passenger safety laws – holes that leave certain aged children vulnerable in certain seating positions. States should close these gaps to protect all children in all seating positions.

### **High Visibility Enforcement**

Research shows that high visibility enforcement works because, with many part-time and non-belt users, the fear of a citation and significant fine outweighs their fear of being injured or killed in a crash.

When asked whether they support primary enforcement laws – laws that give the police the authority to stop and ticket an unbuckled driver just as they do other routine violations of the law like littering or driving with a broken tail light – the public overwhelmingly supports stronger laws. (Source: Public Opinion Strategies, July 1997)

Canada, through well-publicized enforcement efforts, has achieved a seat belt use rate of over 90 percent.



# Actions That Make a Difference



## Building Partnerships Community

Travel across the country and you will witness **Buckle Up America** already in progress. Begin at the eastern shore where Maryland has recently passed a primary enforcement law. Head down south to North Carolina and chances are, if you are unbuckled, you will get a ticket thanks to their highly-effective public education and enforcement program, *Click It Or Ticket*. Travel to Georgia where seat belt and child safety seat enforcement is a priority. Go west to Oklahoma and experience the wave that swept through the State and allowed for passage of a primary seat belt law. Or go to New Mexico, which has high adult seat belt and child safety seat use. There, the focus is on getting older children buckled up. Head northwest to Washington State which as a secondary seat belt law state, has had one of the highest seat belt use rates in the country. This is due to the strong enforcement of the law and the citizens' understanding that when people do not buckle up, the community suffers through lost lives and dollars. In early 2002, Washington upgraded their law to primary (standard) enforcement, which should produce even higher use rates.

In each of these States, partnerships are making the difference between positive change and the status quo. Across the country, **Buckle Up America** campaigns are using methods that work best to meet State goals. To build seat belt safety awareness in your community, it may take pushing for stronger laws, supporting law enforcement, or partnering with safety organizations to get the message out to your community. Regardless of your needs, your collective efforts will move our nation toward 90 percent seat belt use by the year 2005.

### CREATING PARTNERSHIPS

Everyone has something to offer **Buckle Up America**. Change comes about when individuals and organizations unite to pool resources and call upon a variety of experiences to help meet goals and objectives. In order to realize 90 percent seat belt use and a 25 percent reduction in child fatalities by 2005, every campaign must develop strong and diverse partnerships, consisting of committed individuals and organizations. This Action Kit includes tools you can use to help build local **Buckle Up America** partnerships.

### TAKING INVENTORY OF YOUR STATE AND COMMUNITY

In order to focus your campaign's efforts in areas that will bring about the greatest gains, you must first take an inventory of your State and community. Determine what your State's seat belt use rate is, where you would like the use rate to be over a given time, and what action is most likely to help meet the goals. This Action Kit includes a chart to help you take inventory of your State and assess where the greatest gains can be made in an effort to increase seat belt and child safety seat use.

Ask questions such as how much public education has to occur to generate support for **Buckle Up America** efforts? Does the State have a primary or a secondary enforcement law? If secondary, is there strong public support for strengthening the law? Where are there gaps in the State's child passenger safety laws? How strong are law enforcement efforts? After you have found some answers, you can then decide the best way to allocate resources in order to realize improvements. Every State and community is different and no one particular strategy will work universally.





## DEFINING CAMPAIGN GOALS

Having taken inventory of your State, utilize your partnerships to effectively work toward improvements in the areas that you have identified. Strive for reasonable and obtainable goals. Be specific about what activities will work best to increase seat belt use in your State or community. What will **Buckle Up America** do? Will your **Buckle Up America** campaign focus on public education or enforcement? Will it work to close gaps in a child passenger safety law or pass a primary seat belt law?

## DEVELOPING PARTNER INCENTIVES

It's important to explain to potential partners why increasing seat belt and child safety seat use should be so important to them and the community. Explain the benefits of becoming a **Buckle Up America** partner. Of course, the "hook" will vary depending upon the organization or individual partner. Keep in mind that individuals and organizations are motivated and energized for different reasons. Spell out what their role will be as a **Buckle Up America** partner. Some suggested incentives might be:

- Making materials and coalition building tools available to partners
- Keeping partners informed on **Buckle Up America's** goals and progress
- Informing partners of **Buckle Up America** success stories
- Helping to generate media coverage of partners' involvement in **Buckle Up America**
- Building public acknowledgement for a partner's good work in the community

## WHAT EVERY COMMUNITY CAN DO

- Create a **Buckle Up America** coalition in your community.
- Meet or exceed the national goals for seat belt use and reduction in child occupant fatalities.
- Participate in national programs that recognize community progress in achieving high seat belt use such as:
  - National Safety Belt Honor Roll
  - Chiefs' Challenge sponsored by the International Association of Chiefs of Police
- Seek leadership and participation from mayors, councils, boards and other officials.
- Issue a proclamation in support of **Buckle Up America's** efforts.
- Support traffic enforcement of occupant protection laws as one of the best investments of scarce enforcement resources.
- Implement seat belt use policies for all public employees – encourage businesses to do the same.
- Publicize State occupant protection laws and support activities to improve them.
- Establish a Safe Community coalition to address your community's motor vehicle crash and other injury problems.\*
- Organize child safety seat loaner programs and activities which encourage proper use of child safety seats.
- Organize child safety seat checkpoints and clinics, educating caregivers on proper child safety seat installation.
- Encourage hospitals, educators, health and child care providers to educate parents about the importance of occupant protection for their families and children.
- Work with local media outlets to reach as many people as possible with messages about seat belts.
- Encourage prosecutors and judges to fully support the enforcement of occupant protection laws, and to adjudicate offenses to the full extent of the law.
- Contact local legislators asking them to support strong primary seat belt legislation.

Working together, we can make seat belt use a new priority, invigorate the public, work toward strengthening laws and enforcement efforts, and reach both national and State goals.

\* For more information on Safe Communities coalitions, contact your NHTSA regional office.



## Potential Community Partners

Following is a list of groups you might consider when building your local partnerships to **Buckle Up America**. Your inventory of needs and your state and local goals will better determine what your partnership will look like. But this list should give you a start.

### State Government

- Governor's Office
- Highway Safety Office
- Regulatory Commission
- Department of Transportation
- Department of Administration
- Department of Health
- Motor Vehicle Administration
- Department of Public Safety
- State Police/Highway Patrol Agency
- Legislators

### Local Government

- Mayors
- City council members
- County executives
- County boards
- Traffic court judges
- Traffic engineering departments
- Municipal police departments
- County sheriffs' offices
- Fire and rescue departments
- City and county health departments

### Educational Institutions

- Administrators
- Department heads
- School bus supervisors and drivers
- College and university faculty
- Local school boards
- District school boards

### Business, Safety, Industry or Professional Organizations

- Chambers of commerce
- Local utility companies
- Local leading industries
- Insurance companies
- Oil companies
- Banking institutions
- Automotive dealers
- Shipping and transportation companies
- Health professionals
- Local mass transit boards
- State affiliations of physicians'/nurses' associations
- SAFE KIDS coalitions
- State and local safety councils
- Women highway safety leaders association
- Mothers Against Drunk Driving local chapter
- Students Against Destructive Decisions local chapter
- Remove Intoxicated Drivers local chapter
- Youth highway safety leaders association
- Citizens for Highway Safety
- State Association of Chiefs of Police
- National Sheriffs' Association state office
- State Driver Education Association
- American Automobile Association (AAA)
- State and local highway safety groups
- Community Traffic Safety Programs (CTSPs)
- Safe Communities programs
- Highway Users Federation
- American Marketing Association (AMA)
- Professional sports teams
- Child care providers



### **Men's or Women's Clubs and Service Organizations**

Local Red Cross chapter  
Jaycees  
Rotary Clubs  
Lions Clubs  
Kiwanas International  
American Legion post  
Veterans of Foreign Wars post  
National Extension Homemakers Council  
Neighborhood associations  
Sororities and fraternities

### **School and Parent - Teacher Groups**

Public schools  
Independent and parochial schools  
Community service coordinators within schools  
Parent Teacher Associations

### **Youth Groups**

Boy Scouts  
Girl Scouts  
4-H  
Future Homemakers of America/HERO  
Boys and Girls clubs  
Student councils

### **Recreational Organizations**

YMCA  
YWCA  
Community centers  
Health clubs  
Sports clubs

### **Religious Organizations**

Churches and synagogues  
Clergy associations  
Men's or women's religious groups

### **Media**

Newspapers  
Newsletters  
Magazines  
Radio  
Television  
Outdoor advertising  
State high school newspaper association  
High school and college journalism classes

### **Advertising/PR**

Advertising agencies  
Public relations agencies  
Marketing agencies  
Advertising clubs  
Market research firms  
Advertising specialty companies  
Promotions companies



## Medical, Health & Emergency Community

As a medical professional, you witness first-hand the effect that crashes have on unbelted occupants, their families and friends. You know that by simply buckling up or properly restraining children 12 and under in the back seat, these devastating consequences could be avoided.

For doctors and nurses, an important part of practicing medicine includes counseling patients on how to stay healthy. When it comes to seat belts, you often hear patients say things like “they’re uncomfortable,” or “I understand I shouldn’t wear it since I’m pregnant.” Physicians and nurses have many opportunities to correct the misunderstandings and myths about seat belts and point out why they are integral to keeping families safe and healthy.

All health care professionals can also work to pass stronger laws and actively support law enforcement’s efforts to visibly enforce seat belt and child safety seat laws. When medical professionals stand shoulder-to-shoulder with law enforcement, it sends a strong and unified message to the public and other opinion leaders that belt use is a priority in the community; that we should use these laws and enforcement to increase seat belt use and save lives, reduce injuries and save all of us money.

As medical and emergency professionals, you are in a unique position to help increase seat belt and child safety seat use in your community. You are some of the most trusted members of your community. Your ability to speak out and be heard is a vital component of a strong **Buckle Up America** partnership in your community.

### DOCTORS AND NURSES

- Be a role model. Always wear your seat belt, insist that all passengers wear theirs, and always use appropriate child safety seats.
- Educate yourself on appropriate use of air bags, seat belts, and child safety seats.
- Talk to your patients and their families about why they should take these lifesaving precautions.
- Partner with law enforcement to work at seat belt and child safety seat checkstops.
- Talk to those riding unbelted about the dangers of being unbelted.
- Offer safety workshops that include seat belt safety and enforcement information.
- Testify before your city council or State legislature in support of stronger seat belt laws.
- Publicly voice your support for enforcement of existing laws.

According to the Centers for Disease Control (CDC), motor vehicle crashes are the single leading cause of death from 1-24 years of age and crash injuries result in approximately 500,000 hospitalizations and 4 million emergency department visits annually.



## EMERGENCY MEDICAL PERSONNEL

- Be a role model. Always wear your seat belt, insist that all passengers wear theirs, and always use appropriate child safety seats.
- Always inform the media about seat belt use at crashes. If interviewed, make sure to mention that seat belts could have saved lives and reduced the injuries sustained in crashes.
- Join enforcement officials at media events to discuss the dangers of being unbuckled and placing children in the front seat of motor vehicles.
- Partner with local law enforcement to work at safety and enforcement checkpoints.
- Participate with law enforcement in media events promoting legislation and enforcement.
- Talk to your patients and their families about why they should take these lifesaving precautions.
- Testify before your city council or State legislature in support of stronger seat belt laws.
- Publicly voice your support for enforcement of existing laws.

### IN WASHINGTON, DC

#### The Medical Community Making A Difference

In 1997, a group of doctors, nurses and emergency medical personnel teamed with law enforcement, child safety advocates and community leaders to pass a primary seat belt law in Washington, DC. By working together, they developed a winning strategy and were able to pass what is believed to be the strongest primary seat belt law in the country because it carries a significant fine and demerit points for failing to buckle up and/or properly restrain children in vehicles.

And as you know, there are some people who say that not wearing seat belts only affects those who don't wear them. Well, they're wrong. Failing to wear seat belts affects everyone. It is truly everyone's problem, and we can all be part of the solution.

- Every hour, someone dies in America, simply because they didn't buckle their seat belt.
- Car crashes are the leading cause of death and long-term injuries to children.
- Inpatient hospital care costs for unbelted crash victims are 50% higher than those for belted victims. Society picks up 85% of the tab for those costs, not those involved in the crash.
- A full 24% is paid by Medicaid, Medicare, and other taxpayer-funded sources.
- By raising belt use to 90 percent we would save 356 million dollars a year in Medicare and Medicaid spending.
- A recent study of almost 24,000 crashes found that adult behavior in a car has a direct effect on kids. When a driver is unbuckled in a crash, only 30 percent of the time children in that vehicle will be buckled. Conversely, when a driver is buckled, 94 percent of the time so are the children riding with them. To better protect children, we must get more adults buckled up.
- For every traffic related fatality there are 19 hospital admissions, 212 trips to the emergency room, and over 350 people seeking some form of medical care.
- Injury is a disease, just like heart disease or hypertension. And just like other diseases, if we address its causes, we can prevent its occurrence.



# Actions That Make a Difference



## Building Partnerships Business

### What Your Business Can Do

### THE COST TO EMPLOYERS

It pays for businesses to get involved in **Buckle Up America**. Crashes drive up costs for health and disability insurance and increase workers' compensation expenses for employers. In 1994, on- and off-the-job traffic crashes cost American businesses an estimated \$55 billion. The Bureau of Labor Statistics reported that highway crashes continued as the leading cause of on-the-job fatalities in 1999, accounting for 22 percent of the total occupational fatalities that year.

As community leaders and employers, you have the ability to educate many people. Your influence with others in the business community and with political leaders can help push for and shape stronger legislation and lend support for high visibility enforcement efforts.

- Join the **Buckle Up America** partnership in your community.
- Implement and enforce a comprehensive company-wide seat belt program and policy to protect your employees and their families.
- Become an active proponent for primary (standard) seat belt legislation and strengthening child passenger safety laws in your State. Remember that corporations, businesses and business associations have a strong voice in State legislatures.
- Team with local law enforcement and community members to support their efforts to improve seat belt use in the community.
- Donate merchandise or discount coupons that law enforcement officers could distribute to properly buckled occupants.
- Use your company's internal and external communication methods to publicize **Buckle Up America** goals, achievements and success stories, and provide information about how others can get involved in **Buckle Up America**.
- Present a child passenger safety seat to every employee who gives birth to a child or adopts a child.
- Establish a Safe Communities coalition to address your Community's motor vehicle crash and injury problems.
- Work with the National Safety Council to raise awareness about seat belts within your company and community.
- Install "Seat Belts Buckled?" signs at the exits of company parking lots.
- Address business and civic groups on the benefits of seat belt and child safety seat use.

### UNBUCKLED DRIVERS AND PASSENGERS COST BUSINESSES MONEY

- On-the-job crashes cost employers almost \$22,000 per crash and \$110,000 per injury.
- In one year, off-the-job crash injuries cost employers over \$14 billion.\*
- In one year, employer health care (medical) spending on crash injuries was nearly \$9 billion. Another \$9 billion was spent on sick leave and life and disability insurance for crash victims.\*
- Inpatient hospital costs for unbelted crash victims are 50% higher than those for belted crash victims.

\*NHTSA, Total Cost to Employers by State and Industry, December 1996





McDONALD'S\*

### McDonald's – Supporting Law Enforcement

During Buckle Up America! Week, 1997, McDonald's in Connecticut assisted law enforcement in protecting citizens by encouraging the use of seat belts and child safety seats. During law enforcement's efforts to gain compliance with the State seat belt and child passenger safety laws,

McDonald's made available coupons to distribute to drivers and their passengers who were properly buckled. McDonald's believes that this positive reinforcement will help keep families safe and help spread the message that seat belts and child safety seats save lives.

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## Company Seat Belt Policies

One of the most effective ways businesses can educate and show their support for increasing seat belt and child safety seat use is to establish or enhance a corporate occupant protection policy. In every State but one, it is the law for every driver to wear his or her seat belt. Your company's policy will help to keep all employees driving within the letter of the law. When writing or updating your company's seat belt policy, remember these four key points:

- Assess your company's current losses due to motor vehicle crashes.
- Establish and enforce a seat belt use requirement that has the full support of your executive management.
- Make sure your employees fully understand the policy.
- Regularly conduct employee seat belt use surveys and post the results.

UPS\*

### UPS – Setting the Standard for Corporate America

With more than 302,000 employees across the country, UPS is the corporate seat belt leader in the package delivery field. Thirty years ago, UPS installed seat belts in its vehicles as a commitment to driver safety. It has since created a comprehensive driver training program and seat belt policy, and as a result, all drivers wear their seat belts. UPS now has a zero-tolerance seat belt policy for its drivers. "If the wheels are in motion, the driver must be secured by a seat belt," says a company driver.

Despite the fact that a UPS driver gets in and out of a vehicle more than 100 times per day, he or she must wear a seat belt at all times. Since implementing the seat belt policy, UPS driver fatality and injury rates have steadily declined.

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## PROMOTE YOUR COMPANY'S POLICY

Promote your company's seat belt policy to ensure that employees are aware of it and are following company rules. You can reinforce your seat belt policy by publicizing it in company brochures, flyers, and in pay envelopes or posting the policy on bulletin boards and distributing information at meetings and company gatherings.



AMERITECH \*

### Ameritech – Making Seat Belts Company Policy

Ameritech has its own company policy for “Saving Lives and Money By Increasing Employee Safety Belt Use.” Their policy reads:

Ameritech employees who drive company owned or leased vehicles or personal vehicles while conducting company business shall properly use safety belts as designed by the manufacturer and also ensure that all passengers use these devices properly. Failure to do so will result in disciplinary action up to and including dismissal.



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## NETS - NETWORK OF EMPLOYERS FOR TRAFFIC SAFETY

For more information on developing corporate seat belt policies, contact the National Highway Traffic Safety Administration (NHTSA) regional office for your State and ask about the Network of Employers for Traffic Safety (NETS) program, “Belt America 2000.”

By implementing and enforcing a corporate seat belt use policy and by joining in local **Buckle Up America** activities, you will help to protect the lives of your employees and their families and reduce your company’s crash-related costs.

### SAMPLE SEAT BELT USE POLICY

{Insert company’s name} recognizes that seat belts are the most effective safety device in motor vehicles today. They are the first line of defense in protecting us from death and injury in motor vehicle crashes. When people don’t buckle up they hurt {insert company’s name} and its employees and families.

Therefore, SEAT BELTS AND CHILD SAFETY SEATS WILL BE PROPERLY USED BY ALL OCCUPANTS TRAVELING IN ALL MOTOR VEHICLES USED WHILE CONDUCTING COMPANY BUSINESS. FAILURE TO DO SO WILL RESULT IN DISCIPLINARY ACTION.



## Public Education

For the public to endorse **Buckle Up America**, they need to know why seat belts and child safety seats are so important and they need to understand the consequences we all face from those who don't buckle up. The best way to provide that information is through public education. To effectively and most widely educate people means using all the tools at the campaign's disposal – company newsletters, special events, media outreach and even one-on-one contacts between individuals. It's letting people know the dangerous and costly effects unbuckled occupants have on individual lives, families and society.

### CREATING AN ENVIRONMENT FOR CHANGE

But public education can do more than just inform. It can create an environment for change. By focusing on messages that work, public education can build public and political understanding and endorsement for local **Buckle Up America** partnerships and their efforts to pass stronger legislation and support enforcement.

It's this dynamic combination of stronger legislation, enforcement and public education that has proven effective in changing behavior. While public education may alter the *attitudes* of people who refuse to buckle up full time, it may not be enough to change their *actions*. When you combine public education with primary seat belt laws, enforcement and penalties, these people begin to buckle up and buckle up their children.

### MESSAGES THAT MOVE THE PUBLIC: EVERYONE IS PAYING THE PRICE

Failure to buckle up affects everyone, not just those involved in a crash. It's important to keep that in mind when educating the public to support legislation and enforcement.

**Families are paying the price.** Every ten seconds someone is injured in a traffic crash. Every 13 minutes someone is killed.

**Our children and young people are paying the price.** Traffic-related injuries are the leading cause of death for children and young adults ages one to twenty-four. Research also shows that minority youth are at even greater risk because they are less likely to be buckled up. And adult behavior affects children. Research shows that when a driver is unbuckled, 70 percent of the time children riding in that vehicle are unbuckled too.

**Businesses are paying the price.** On-the-job crashes are costing employers \$22,000 per crash and \$110,000 per injury due to lost productivity and higher insurance and medical costs.

**Society is paying the price.** Eighty-five percent of all medical costs of crash victims fall on society, not the individuals involved. Medicare, Medicaid and other taxpayer funded sources pay 24 percent of those costs. When crash victims are unbuckled, their medical treatment costs are 50 percent higher. Traffic-related injuries are the leading cause of all injury deaths in America. This problem is serious and it is immediate.

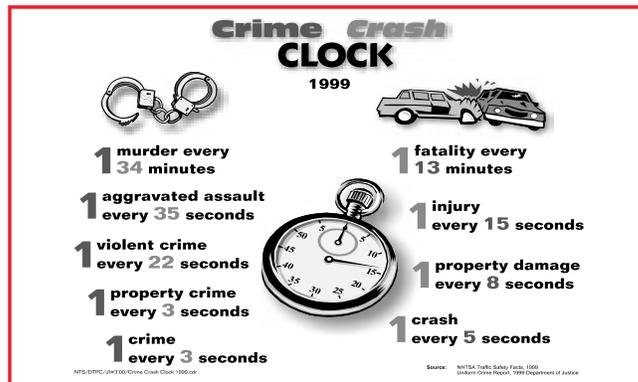




## EVERYONE HAS A ROLE TO PLAY

Everyone can play a part to educate and urge those they know to buckle up. Community groups can use their existing communications tools – like newsletters or web sites – to spread the word. Businesses can hold safety meetings and implement strong seat belt policies as part of a comprehensive employee safety program.

And individuals can take part by setting the example. It is vital that all Americans protect themselves and their children by buckling up on each and every trip – whether it's across the country, across town or to the neighborhood store – and talk to those they know about doing the same.



## EVERYONE IS PART OF THE SOLUTION

Unlike many serious threats to public health, the solution to this problem is simple. It's one click away. We must work together – as individuals, community members, public officials, business and health leaders and law enforcement officials – to educate those we touch to support those interventions proven to work in getting more children and adults buckled up. It means closing the gaps in child passenger safety laws, working for primary enforcement laws and supporting law enforcement's efforts to save lives through strict compliance with the laws.

## SET THE EXAMPLE AND EDUCATE

- Join the **Buckle Up America** partnership in your community.
- Buckle up.
- Buckle up everyone on every trip, regardless of whether it's across the country or to the corner market.
- Instruct your children to always buckle up in other peoples' vehicles.
- Ask and encourage friends, family and loved ones to buckle up and use child safety seats. Friends don't let friends ride unbuckled.
- Require driving-age teenagers to buckle up themselves and to require their friends to do the same as a condition of driving your vehicle.
- Properly secure every child in a vehicle in a child safety seat, booster seat, or seat belt appropriate for the child's age, height and weight.
- Seek assistance from law enforcement, fire and rescue and health specialists if unsure about the correct way to secure your child in a safety seat.
- Never put an infant in a rear-facing child safety seat in the front seat of a vehicle with a passenger side air bag.
- Always properly restrain children 12 and under in the back seat – the safest place in a vehicle.
- Work with advocacy groups and support strengthening seat belt and child passenger safety laws.
- Work with advocacy groups to support high visibility enforcement of seat belt and child passenger safety laws.
- Write to newspapers and television and radio station general managers supporting your partnership to increase safety belt and child safety seat use and law enforcement's efforts to urge compliance with the seat belt and child passenger safety laws.
- Never allow anyone to ride in the bed of a pick-up truck.



# Tools To Buckle Up America



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## Legislative Fact Sheet

- On average, States with primary (standard) seat belt laws have seat belt use rates almost 13 percentage points higher than States with secondary seat belt laws.
- Most everyone would agree that protecting lives with seat belts is at least as important as a broken tail light or littering. Yet, while virtually every State has standard laws that allow enforcement officers to stop and ticket a violator for having a broken tail light or for tossing trash out the window, most States currently do not have standard laws for seat belt use.
- Increasing the national seat belt use rate to 90 percent from the 1996 level of 68 percent would prevent an estimated 5,500 fatalities, 121,000 injuries and save the nation \$8.8 billion annually.
- We all pay for those who do not wear seat belts. The higher health care and insurance costs that result from unbelted drivers and passengers involved in crashes get passed along to everyone. For example, the costs of hospital care for an unbelted driver are 50 percent higher than those for a driver who was wearing a safety belt. Society bears 85 percent of those costs, not the individuals involved.
- Some people see the choice to wear seat belts as a matter of “personal freedom.” But in our society, personal freedoms stop where others are injured or killed. This is especially true when it comes to children’s safety as passengers in a motor vehicle. A child unrestrained in a 30-mile-per-hour crash is like a child dropped from a third story window. Yet adults who do not buckle up are sending a message to our children it is all right not to use seat belts. Research shows that when a driver is unbuckled, 70 percent of the time children in that vehicle will not be buckled either.
- When asked whether they support primary enforcement laws – laws that give law enforcement the authority to stop and ticket an unbuckled occupant, just as they do other routine violations of the law like littering or driving with a broken tail light – the public overwhelmingly supports primary seat belt laws, 61 to 35 percent. (Source: Public Opinion Strategies, July 1997)
- When the public learns that a majority of the time when the driver is unbuckled, passengers in that vehicle – including children – are unbuckled, 70 percent support the Statement that “It should be completely unacceptable for anyone to ride unbuckled in America.” (Source: Public Opinion Strategies, July 1997)



# Actions That Make a Difference

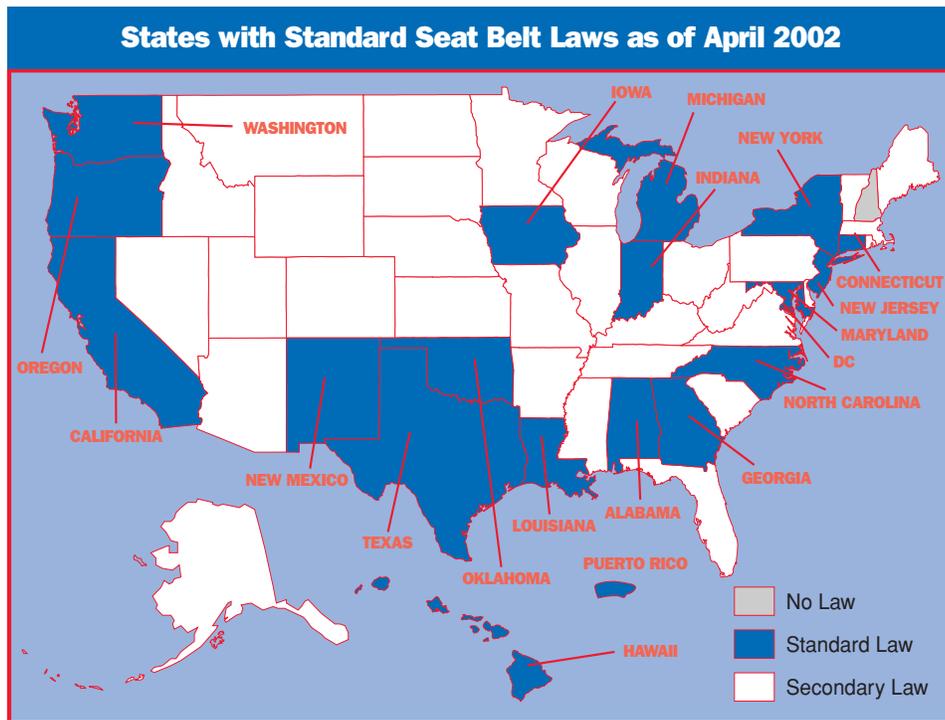



## Legislation That Saves Lives

In many States across the country, individuals, organizations and coalitions of concerned citizens are working to strengthen seat belt and child passenger safety laws. One of the principle goals of **Buckle Up America** is to bring these people together in partnership at the State and community levels to deliver the kind of muscle and organizational power needed to support the legislative efforts that will significantly increase seat belt and child safety seat use.

Some **Buckle Up America** State partnerships might focus their legislative work on removing exemptions in current seat belt laws, or increasing fines or assessing penalty points for non-compliance. Still other **Buckle Up America** State partnerships might work to close the gaps in child passenger safety laws.

Of course, the most important step a State can take to realize significant, long-lasting increases in seat belt use is to adopt a strong primary seat belt law. Primary enforcement sends the message that saving lives is a priority. On average, States that have upgraded their laws from secondary to primary enforcement have seen a 15 percentage point increase in belt use.





## PUBLIC SUPPORT OF PRIMARY LAWS

When asked whether they support primary (standard) enforcement laws – laws that give the police the authority to stop and ticket an unbuckled driver just as they do other routine violations of the law like littering or driving with a broken tail light – the public overwhelmingly supports stronger laws. (Source: Public Opinion Strategies, July 1997)

When they know that studies have shown that a majority of the time when the driver is unbuckled, children are unbuckled, 70% of the public believes everyone should buckle up. (Source: Public Opinion Strategies, July 1997)

State occupant protection laws are more complicated than you might think. States that passed secondary laws have actually made it more difficult for law enforcement to enforce these laws. Here is a description of the major differences in the laws.

## DEFINITION OF TERMS

- Primary (Standard) Enforcement** – A seat belt citation can be written whenever a law enforcement officer observes an unbelted driver or passenger.
- Secondary Enforcement** – A citation can only be written after a law enforcement officer stops the vehicle for another traffic violation.
- “Gaps” in Child Passenger Safety Seat Laws** – Gaps in laws leave certain aged children vulnerable in certain seating positions. State laws should explicitly require all children to be in age- and size-appropriate child safety seats or seat belts, closing gaps and thus protecting all children in all seating positions.

### IN NEW YORK STATE

New York was the first State to enact a primary seat belt law in 1984. As a result, seat belt use increased from 16 to 57 percent between 1985 and 1987. Today, seat belt use averages 74 percent statewide.

### IN OKLAHOMA

#### Oklahoma Becomes A Primary Enforcement State

Before Oklahoma passed its primary enforcement law in May 1997, it had a 48 percent seat belt use rate and vocal opposition from civil libertarians. With passage, the State’s leaders expect seat belt use to rise by an estimated 15 percentage points by the end of 1997. Supporters of Oklahoma’s primary legislation created a targeted grassroots public information campaign. Supporters chose key legislative districts, flooded the community with seat belt awareness messages, and encouraged citizens to contact their legislators in support of the bill.

In spite of all the hard work, by April 1997, the media had proclaimed the primary seat belt bill finished for that legislative session. In the closing days of the session, the Oklahoma coalition encouraged the sponsor of the bill to give it one last push and they invited Carolyn Hanig, an EMT and Life Flight nurse from Broken Arrow, Oklahoma, to testify before the committee hearing the bill. Carolyn’s story turned the tide.

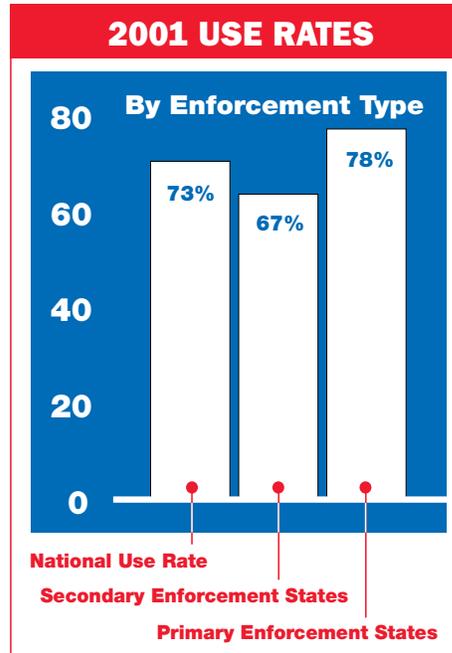
Carolyn and her Life Flight team answered a call to a devastating crash. As they landed, Carolyn learned that one of the fatally wounded victims was her 17-year-old son who was thrown from the vehicle. Even though she taught him to always wear his seat belt, he was unbelted. Carolyn Hanig believes that if Oklahoma had a primary law at the time, her son would be alive today. Her story provided the campaign the impetus it needed to pass the bill. Less than one month later, Oklahoma Governor Frank Keating signed the bill into law.





## KEY PROVISIONS NEEDED IN EVERY STATE LAW

- **Primary (standard) enforcement of seat belt laws** – Primary enforcement allows a police officer to issue a seat belt citation when the officer witnesses an unbelted driver or passenger.
- **Coverage of all occupants in all seating positions** – Many seat belt laws only cover front seat occupants while many child passenger safety laws only cover children up to age five. Together, these two requirements often lead to gaps in protection. These age and seating gaps must be closed.
- **Coverage of all vehicles** – Seat belt laws should apply to all passenger vehicle types – vans, cars and light trucks – in every State.
- **Effective Penalties** – Fines for seat belt violations should be significant enough to promote compliance of the laws. In general, as the severity of the penalty increases, so will compliance.
- **Penalty Points** – To reach the highest use rates, penalty points should be assessed to drivers' license records.





# Actions That Make a Difference



## High Visibility Enforcement

High visibility enforcement means using stepped up enforcement, such as safety checkpoints or other enforcement strategies, in coordination with an earned or paid media campaign supporting the enforcement effort. When people in the community understand that law enforcement is serious about enforcing occupant protection laws – and actually witness officers enforcing those laws – they are more likely to buckle up and buckle up their children. Many part-time and non-belt users fear getting a ticket and a fine significantly more than they do being injured or killed unbelted in a crash.

Members of **Buckle Up America** partnerships can help law enforcement in their efforts to develop enforcement programs that are both effective and visible. It might mean assisting them with safety checkpoints, promoting enforcement activities, or donating merchandise or coupons that law enforcement officers could distribute to properly buckled occupants.

In those States and communities that have implemented high visibility enforcement programs, seat belt use rates have increased dramatically. By implementing new high visibility enforcement programs across the country, and calling on all **Buckle Up America** partners to support law enforcement, more adults and children will get buckled up.

### Saved by Enforcement

On March 26, 1997, Susan Lambert became a thankful believer in strong enforcement. If it were not for the commitment of a Texas police officer, Susan could have lost her two-year-old son, Brandon.

On that Wednesday morning, when Susan swerved to avoid another car in her lane, her car slid off the side of the road, rolling over several times. Thankfully, both Susan and Brandon survived.

Two months prior to her crash, Officer Robert Hay did his job - he gave her a ticket for not having her son, Brandon, properly restrained. From that point on, Susan never again allowed Brandon to travel in the car unrestrained. That one ticket was the only lesson she needed.



“There has not been a day since our accident that I have not thanked God and you for giving me that ticket,” she said in a letter to Officer Hay. “I am absolutely certain that if he [Brandon] had not been buckled up in his car seat, he would have been killed.”

Now, Susan is a big believer and an advocate for enforcement of the primary seat belt law. “I definitely support primary seat belt laws. I can’t understand why more States have not enacted these laws,” she said.



## YOU CAN ASSIST LAW ENFORCEMENT

- **Buckle Up America** partners can publicly support enforcement efforts and educate their constituencies on the importance of correct, full-time seat belt and child safety seat use.
- Organizations can write letters to their political leaders and to newspapers in support of stepped up enforcement efforts.
- Businesses can provide rewards and incentives to law enforcement, like discount coupons, to distribute to properly buckled occupants.
- Local partnerships can enlist the leadership and participation of mayors, councils, boards and other public officials to support traffic enforcement as one of the best investments in public safety for their community.
- Recognize your law enforcement agency's efforts to help protect citizens by enforcing the seat belt and child safety seat laws.
- Seek support and involvement of minority organizations in the planning and conduct of an enforcement campaign to address differential enforcement/racial profiling and traffic death and injury issues pertinent to their community members.

Regardless of whether your State has primary or secondary enforcement laws, high visibility enforcement programs work to increase seat belt use and save lives and dollars.

The case for conducting high visibility enforcement of seat belt and child restraint laws is well documented. For seat belt use to rise beyond 70 percent, it is necessary to initiate highly publicized enforcement efforts such as Selective Traffic Enforcement Programs (STEPS). On the community level, an example of a successful initiative using media saturation and enforcement strategies to increase seat belt use occurred in Elmira, New York. During an intense media and enforcement campaign in October 1999, the seat belt use rate increased from 63 percent to 90 percent in three weeks.

- Perhaps, the clearest example of the STEP concept comes from North Carolina, which increased statewide usage from 65 percent to 80 percent within several months of intense and highly publicized enforcement activity known as *Click It or Ticket*. The Click It or Ticket program is a statewide, well-coordinated enforcement campaign that is widely publicized through a combination of paid and earned media.
- This Click It or Ticket STEP concept was further tested in South Carolina in the fall of 2000 to determine if this high visibility enforcement campaign could generate similar increases in seat belt use in a *secondary* law State. Using the Click It or Ticket theme, in a period of eight weeks, South Carolina was able to increase their seat belt use rate nine percentage points. (65 percent to 74 percent)
- In Michigan, The increase in seat belt use resulted from a combination of enacting a new primary seat belt use law and implementing the The Click It or Ticket concept. The result of which raised Michigan's seat belt use from 70 percent in September 1999 to 84 percent in March 2000.
- Region IV implemented The Click It or Ticket in all eight Southeastern States for the May 2001 mobilization, and achieved a 9 percentage point use rate increase region-wide.

The issue of a law enforcement officer stopping a citizen based purely on race or ethnicity, known as differential enforcement or "racial profiling" has recently become an issue in traffic safety. South Carolina addressed this issue at the onset of their Click It or Ticket campaign, incorporating the following components: **Diversity Outreach** conducted by a prominent minority spokesperson; **Minority "Pre-Meetings"** held with key leaders in the African American and Hispanic communities. **Private Sector Funding for Paid TV and Radio Ads Targeting African Americans and young adult males** and earned media efforts. **Selection of Sites in High Crash Area** minority panel review to ensure fair, unbiased selection; posting of checkpoint locations on website; and invitation to Legislative Black Caucus and the coalition of Black Church Leaders to monitor checkpoint activity. **Carrying the Click It or Ticket Message to Highway Patrol, Sheriffs' Offices and Local Police Departments** Highway Patrol training on conducting a professional traffic stop and racial profiling; hotline for motorists to report any harassment or suspected racial profiling; Governor's letter to all chiefs of police and sheriffs encouraging their support, stating: "The Click It or Ticket campaign will be conducted in a fair and open manner... no segment of the population will be targeted unfairly in this enforcement effort;" and briefings throughout the State with local police agencies, mayors, chief magistrates and members of county/city councils reinforcing the Governor's message. Additional minority outreach campaign components included: **African American Church Outreach, Speaker's Bureau for High Schools, NAACP Endorsement, and Hispanic Outreach**. The Click It or Ticket campaign was successful on several levels including an unprecedented increase in belt use among the nonwhite population from 56 percent to 70 percent, and a 30 percent decrease in motor vehicle fatalities overall compared to the same period the prior year.



## Working With the Media

Publicity is vital to the success of **Buckle Up America** efforts. Neither community events nor enforcement alone will generate the level of public exposure necessary to reach the entire community unless you promote them. Working with the media, the impact of **Buckle Up America** will extend far beyond the actual contacts made during an event.

### EARNED MEDIA

The most efficient and cost effective way to reach a large audience is through “earned media.” Earned media is positive press you actively work to get. By creating newsworthy stories or events, you can generate effective media coverage that targets specific audiences. Earned media is a powerful tool in spreading the word about **Buckle Up America**.

### KEY MESSAGES

Your **Buckle Up America** campaign should communicate to the media that increasing seat belt use needs to be a priority. Specifically, explain how every individual pays when people ride unbuckled. Incorporate local seat belt use rates into your media messages and calculate the savings your community would enjoy if everyone were to ride buckled up. Stress that even the reporters who are covering the stories are personally affected by unbuckled drivers and passengers.

Always remember the key persuasive arguments: unbuckled occupants are a threat to our children; unbuckled crash victims cost all of us money; law enforcement officers are enforcing the State’s occupant protection laws; and everyone has a role to play in buckling up America. These are the main points that should be highlighted whenever your campaign delivers messages to the media.

### GENERATING ATTENTION

There are numerous activities you can do to generate media attention. Among them are:

- Stage press events.
- Distribute press advisories and releases.
- Send letters-to-the-editor to your State and local newspapers.
- Write opinion-editorials for your State and local newspapers.
- Call radio talk shows that cover public safety issues.
- Schedule editorial board meetings with State and local newspapers.
- Offer public service announcements (PSAs) script copy to radio and television stations.
- Develop relevant programming for your local cable network.



## MAKING YOUR NEWS “NEWSWORTHY”

Most people need to see a single media message at least three separate times before they can recall having seen the message at all. Repeated messages through different media channels are the most effective way to build public awareness for **Buckle Up America**. In order to keep your State or local **Buckle Up America** efforts “newsworthy” to reporters, editors and news programmers, develop a “news sense.” “News sense” means determining what kinds of stories the local outlets cover and how **Buckle Up America** can continue to be relevant to the media. You will want to make your information as current and timely as possible. Here are some ideas to help generate media coverage and keep **Buckle Up America** in the spotlight.

- **Develop relationships with media professionals** – Get to know the reporters that cover feature, traffic, public safety, metro, legislation, children and police beats. Keep them up to date on **Buckle Up America** events and accomplishments.
- **Become a source** – Work with your **Buckle Up America** spokesperson so he or she understands the messages and goals of **Buckle Up America** thoroughly. Then offer the spokesperson as a source to reporters who need information and quotes when covering seat belt-related stories or crashes. Make sure reporters mention in their stories whether a crash victim was wearing a seat belt.
- **Use your campaign partners as media resources** – National organizations, businesses and many advocacy groups have press offices or press personnel. Work with them to generate maximum coverage for **Buckle Up America**.
- **Keep the media informed** – Let members of the media know about **Buckle Up America** goals, activities and progress.
- **Invite the media to become campaign partners** – Give media outlets and professionals an invitation to join in **Buckle Up America** efforts. The more information the media has on seat belts, the better. Some local television and radio stations might partner with you as a public service. Ask these media outlets to sponsor **Buckle Up America** activities such as safety events, and to make announcements around high-traffic holidays – when the media routinely covers traffic stories.
- **Promote partnerships and activities to the media** – Let the media know when a new member or organization has joined the **Buckle Up America** ranks.
- **Hold events** – The media likes to cover events that provide good visuals to their stories. Hold a press conference, safety clinic or enforcement checkpoint and invite the media to cover the event.

## WHAT THE MEDIA CAN DO

- Join the **Buckle Up America** partnership in your community.
- Implement seat belt use policies and programs for their employees and their employees’ families.
- Help educate the public on the benefits of proper, full-time seat belt and child safety seat use and the consequences of non-use.
- Publicize State and community seat belt and child passenger safety enforcement efforts.
- Indicate in stories about crashes whether seat belts and child safety seats were properly used.
- Request that all major television and radio networks develop and implement effective policies for reporting and illustrating seat belt and child safety seat use in news and entertainment programming.
- Establish periodic monitoring and reporting of media practices with recognition for exemplary performance.
- Serve on local task forces to assist in community efforts.
- Request that on-air traffic reports include seat belt and child safety seat messages during their on-going reporting.



# The Facts To Buckle Up America



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## Seat Belts and Hispanics

Since 1990, the Hispanic population in the United States has increased by almost 60 percent.<sup>1</sup> As the Hispanic population continues to grow, the non-use of seat belts by Hispanics is emerging as a significant public health issue. Clearly, expanded efforts are needed to increase seat belt use within the Hispanic community.

### Hispanics Are At Risk

- Because the Hispanic population is increasing, a greater proportion of future crash injuries and fatalities will come from the Hispanic community. Hispanics currently make up almost 13 percent of the U.S. population and are projected to make up 22 percent by the year 2050.
- Motor vehicle crashes are the leading cause of death for Hispanics from 1-44 years of age, and are the third leading cause of death for Hispanics of all ages surpassed only by heart disease and cancer.<sup>2</sup> Convincing Hispanics to increase their use of seat belts will help reverse this trend.
- A recent medical study showed that Hispanic drivers have lower seat belt use rates than non-Hispanic whites, with correspondingly higher fatality rates in traffic crashes.<sup>3</sup>
- Another recent medical study examined motor vehicle fatality exposure rates and found that, although black and Hispanic male teenagers travel fewer vehicle miles than their white counterparts, they are nearly twice as likely to die in a motor vehicle crash.<sup>4</sup>

### Seat Belt Use Saves Lives and Dollars

- Seat belts saved over 11,000 American lives in 1999. However, during this same year, almost 60 percent of people killed in passenger cars, light trucks, and large trucks were unrestrained.
- Research has shown that lap/shoulder belts, when used properly, reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent and the risk of moderate to critical injury by 50 percent. For light truck occupants, seat belts reduce the risk of fatal injury by 60 percent and moderate-to-critical injury by 65 percent.<sup>6</sup>
- The cost of unbuckled drivers and passengers goes far beyond those killed and the loss to their families. We all pay—in higher taxes and higher health care and insurance costs. On average, inpatient hospital care costs for unbuckled crash victims exceed those who are buckled by \$5,000. The general public bears 85 percent of these costs.<sup>7</sup>
- Greater seat belt use will significantly reduce unintentional death and injury in the Hispanics community and the nation as a whole. With a 90 percent seat belt use rate across the country, the nation would save a total of \$356 million per year in Medicare and Medicaid costs.

### Child Safety Seats Help Protect Children

- In 2000, there were 529 passenger vehicle occupant fatalities among children under five years of age in the United States. Of these 529 fatalities, an estimated 251 (or 47 percent) were totally unrestrained.<sup>8</sup>
- Research on the effectiveness of child safety seats has found them to reduce fatal injury for infants (less than 1 year old) by 71 percent and toddlers (1-4 years old) by 54 percent in passenger cars. For infants and toddlers in light trucks, the corresponding reductions are 58 and 59 percent, respectively.



# The Facts To Buckle Up America



- To avoid injuries from air bags, children 12 years of age and younger should be appropriately restrained in the back seat. However, a recent survey showed that 42 percent of minority children (of which Hispanics were a part) are at greater risk of air bag related injuries because they are more frequently placed in the front seat of vehicles with passenger-side air bags. By contrast, 15 percent of white children were improperly placed in the front seat of these vehicles.<sup>9</sup>
- Adult seat belt use is an important predictor of restraint use among children. Observations conducted in 2000 showed that if a driver is wearing a seat belt, young children are also restrained 97 percent of the time; however, if a driver is not wearing a seat belt, young children are restrained only 86 percent of the time.<sup>10</sup>

### Hispanic Support for Seat Belt Laws is Strong

- There are two types of seat belt laws: primary and secondary. A primary seat belt law is a law which allows a citation to be issued if a law enforcement officer simply observes an unbelted driver or passenger. A secondary seat belt law requires an officer to stop a motorist for another infraction before being able to issue a citation for not buckling up.
- Primary seat belt laws are much more effective in increasing seat belt use, because people are more likely to buckle up and place their children in child safety seats when there is the perceived risk of receiving a citation for not doing so. In 2000, the overall shoulder belt use in States with primary enforcement laws was 77 percent compared to 64 percent in States without primary enforcement laws.<sup>11</sup>
- In a recent survey, 92 percent of Hispanics expressed support for laws requiring front seat passengers to wear seat belts and 72 percent of Hispanics expressed support for primary seat belt laws.<sup>12</sup>

### Differential Enforcement

- The issue of a law enforcement officer stopping a citizen based purely on race or ethnicity, known as differential enforcement or Aracial profiling,<sup>13</sup> has recently become an issue in traffic safety. While NHTSA supports the enactment of primary seat belt laws among the States, NHTSA strongly opposes any form of selective enforcement that uses race or ethnicity as a criterion for stopping a motorist. NHTSA is working with the Department of Justice to develop and promote best practices for conducting fair, professional traffic stops.
- NHTSA also continues to work with its State and community public safety partners to ensure that traffic stops are made for legitimate law violations. NHTSA encourages law enforcement agencies to adopt policies, management practices, training, and community outreach efforts to eliminate differential enforcement.
- When three States—Louisiana, California, and Georgia—upgraded their laws to primary enforcement statutes, minority groups thought their chances of getting a seat belt ticket would be higher than for whites. As a result, their recorded increases in seat belt use were disproportionately greater than the recorded increases for whites. However, research conducted in several localities in Louisiana and Georgia showed no changes in ticketing patterns by race that would suggest minority groups received a greater proportion of tickets as a result of primary laws being enacted and enforced. However, younger drivers, males, and those who drove more than 15,000 miles a year did get more tickets.<sup>13</sup> Similar findings also occurred when Maryland, Oklahoma, and the District of Columbia upgraded their laws from primary to secondary enforcement. After the upgrades, citation data showed that there was either no difference in non-white versus white ticketing, comparing secondary to primary enforcement, or a greater increase in ticketing went to whites following the change to a primary enforcement law.<sup>14</sup>



# The Facts To Buckle Up America



## Hispanic Organizations Show Strong Support For Seat Belt Laws

- Many Hispanic organizations have partnered with NHTSA to help increase the seat belt and child safety seat use among Hispanics because they know that doing so will save lives and prevent injuries in the Hispanic community. Such organizations include:

ASPIRA Association, Inc.

Hispanic American Police Command Officers Association

Latino Council on Alcohol and Tobacco

National Association of Hispanic Nurses

National Hispanic Medical Association

National Council of La Raza

National Latino Children's Institute

National Latino Children's Institute

National SAFE KIDS Campaign<sup>15</sup>



# The Facts To Buckle Up America



## Seat Belts and Hispanics – 2000 Report References

- <sup>1</sup> United States Census Bureau, 2000 Census Data.
- <sup>2</sup> Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, 1998.
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- <sup>7</sup> What Do Traffic Crashes Cost? National Highway Traffic Safety Administration, DOT HS 808 478, December 1996.
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- <sup>10</sup> National Occupant Protection Use Survey, 2000. Controlled Intersection Study, National Highway Traffic Safety Administration, DOT HS 809 318.
- <sup>11</sup> Preusser, D.F., Preusser, C.W. *Evaluation of Louisiana's Safety Belt Law Change to Primary Enforcement*. National Highway Traffic Safety Administration, DOT HS 808 620.
- <sup>12</sup> Ulmer, R.G., Preusser, C.W., Preusser, D.F. *Evaluation of California's Safety Belt Law Change to Primary Enforcement*. National Highway Traffic Safety Administration, DOT HS 808 205.
- <sup>13</sup> Ulmer, R.G., Preusser, C.W., Preusser, D.F. *Evaluation of Georgia's Safety Belt Law Change to Primary Enforcement*. National Highway Traffic Safety Administration, DOT HS 808 205.
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- <sup>15</sup> While not a Hispanic organization, the National SAFE KIDS Campaign has programs designed to reach the Hispanic community.

DOT HS 809 045  
United States Census  
Bureau, 2000 Census Data



# The Facts To Buckle Up America



## Seat Belts and African Americans – 2000 Report

Recent research demonstrates that minorities are over-represented in motor vehicle crashes. These populations are less likely to wear seat belts and to place children in child safety seats. In the African American community, seat belt use remains lower than the population as a whole. The African American population is expected to increase by 18 percent by 2010 which will significantly increase their exposure to traffic crashes and fatalities.<sup>1</sup> Low seat belt use has important implications for the preservation of African American health and safety. Clearly, expanded efforts are needed to increase seat belt use within the African American community.

### African Americans Are At Risk

- In 2000, the seat belt use rate among African Americans was five percentage points lower than that for whites.<sup>2</sup>
- Motor vehicle crashes are the leading cause of death for African Americans from birth through 14 years of age. Crashes are the second leading cause of death for African Americans between 15 and 24 years of age.<sup>3</sup> Increasing seat belt and child safety seat use will help reverse this trend.
- A 1999 study by Meharry Medical College, a historically black medical institution, reported that 100 percent seatbelt use among African Americans could save 1,300 lives and prevent 26,000 injuries each year.<sup>4</sup>
- Meharry's report prompted the formation of the Blue Ribbon Panel to Increase Seat Belt Use Among African Americans in June 2000. This panel was created when Meharry partnered with the National Highway Traffic Safety Administration (NHTSA) to invite distinguished members from the medical, academic, legal, business, religious, athletic, law enforcement and civil rights communities to identify strategies to increase belt use among African Americans.
- Recommendations by the panel were published in December 2000; among the recommendations were better seat belt laws to encourage more African Americans to buckle up.<sup>5</sup>
- Another recent medical study examined motor vehicle fatality exposure rates and found that, although African American and Hispanic male teenagers travel fewer vehicle miles than their white counterparts, they are nearly twice as likely to die in a motor vehicle crash.<sup>6</sup>

### Seat Belts Save Lives And Dollars

- Seat belts saved over 11,000 American lives in 2000. However, during this same year, over half of the people killed in passenger cars, light trucks, and large trucks were unrestrained.<sup>7</sup>
- Research has shown that lap/shoulder belts, when used properly, reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent and the risk of moderate to critical injury by 50 percent. For light truck occupants, seat belts reduce the risk of fatal injury by 60 percent and moderate-to-critical injury by 65 percent.<sup>8</sup>
- The cost of unbuckled drivers and passengers goes far beyond those killed and the loss to their families. We all pay—in higher taxes and higher health care and insurance costs. On average, inpatient hospital care costs for unbuckled crash victims exceed those who are buckled by \$5,000. The general public bears 85 percent of these costs.<sup>9</sup>



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- Greater seat belt use will significantly reduce unintentional death and injury in the African American community and the nation as a whole. With a 90 percent seat belt use rate across the country, the nation would save a total of \$356 million per year in Medicare and Medicaid costs.

## Child Safety Seats Help Protect Children

- In 2000, there were 529 passenger vehicle occupant fatalities among children under five years of age in the United States. Of these 529 fatalities, an estimated 251 (or 47 percent) were totally unrestrained.<sup>10</sup>
- Research on the effectiveness of child safety seats has found them to reduce fatal injury for infants (less than 1 year old) by 71 percent and toddlers (1-4 years old) by 54 percent in passenger cars. For infants and toddlers in light trucks, the corresponding reductions are 58 and 59 percent, respectively.
- To avoid injuries from air bags, children 12 years of age and younger should be appropriately restrained in the back seat. However, a recent survey showed that 42 percent of minority children (of which African Americans were a part) were at greater risk of air bag related injuries because they were more frequently placed in the front seat of vehicles with passenger-side air bags. By contrast, 15 percent of white children were improperly placed in the front seat of these vehicles.<sup>11</sup>
- Adult seat belt use is an important predictor of restraint use among children. Observations conducted in 2000 showed that if a driver is wearing a seat belt, young children are also restrained 97 percent of the time; however, if a driver is not wearing a seat belt, young children are restrained only 86 percent of the time.<sup>12</sup>

## African American Support for Seat Belt Laws is Strong

- There are two types of seat belt laws: primary and secondary. A *primary* (standard) seat belt law is a law which allows a citation to be issued if a law enforcement officer simply observes an unbelted driver or passenger. A *secondary* seat belt law requires an officer to stop a motorist for another infraction before being able to issue a citation for not buckling up.
- Primary seat belt laws are much more effective in increasing seat belt use, because people are more likely to buckle up and place their children in child safety seats when there is the perceived risk of receiving a citation for not doing so. In 2001, the overall shoulder belt use in States with primary enforcement laws was 78 percent compared to 67 percent in States without primary enforcement laws.<sup>13</sup>
- In a recent National survey, 94 percent of African Americans expressed support for laws requiring front seat passengers to wear seat belts and 68 percent of African Americans expressed support for primary seat belt laws.<sup>14</sup>

## Differential Enforcement

- The issue of a law enforcement officer stopping a citizen based purely on race or ethnicity, known as differential enforcement or “racial profiling,” has recently become an issue in traffic safety. While NHTSA supports the enactment of primary seat belt laws among the States, NHTSA strongly opposes any form of enforcement that uses race or ethnicity as a criterion for stopping a motorist. NHTSA continues to work with the Department of Justice to develop and promote best practices for conducting fair, professional traffic stops.
- NHTSA also continues to work with its State and community public safety partners to ensure that traffic stops are made for legitimate law violations. NHTSA encourages law enforcement agencies to adopt policies, management practices, training, and community outreach efforts to eliminate differential enforcement.



# The Facts To Buckle Up America



- The National Organization of Black Law Enforcement Executives (NOBLE), the nation's leading organization of minority law enforcement executives, recognizes the senseless tragedy of African Americans dying in crashes due to the lack of seat belt and child safety seat use. As a result, NOBLE has voiced support for educational outreach to the African American community and the passage of primary seat belt laws to increase seat belt and child safety seat use among African Americans.<sup>15,16</sup>
- When three States—Louisiana, California, and Georgia—upgraded their laws to primary enforcement statutes, minority groups thought their chances of getting a seat belt ticket would be higher than for whites. As a result, their recorded increases in seat belt use were disproportionately greater than the recorded increases for whites. However, research conducted in several localities in Louisiana and Georgia showed no changes in ticketing patterns by race that would suggest minority groups received a greater proportion of tickets as a result of primary laws being enacted and enforced. Independent of race or ethnicity, younger drivers, males, and those who drove more than 15,000 miles a year did get more tickets.<sup>17,18,19</sup> Similar findings also occurred when Maryland, Oklahoma, and the District of Columbia upgraded their laws from secondary to primary enforcement. After the upgrades, citation data showed that there was either no difference in non-white versus white ticketing, comparing secondary to primary enforcement, or a greater increase in ticketing went to whites following the change to a primary enforcement law.<sup>20</sup>

## African American Organizations Show Strong Support For Seat Belt Laws

- Many organizations representing African Americans have partnered with NHTSA to help increase the seat belt and child safety seat use among African Americans because they know that by doing so, thousands of lives will be saved and millions of injuries will be prevented. Such organizations include:
  - Alpha Kappa Alpha Sorority, Inc.
  - Congress of National Black Churches
  - Edward Davis Education Foundation
  - Jack and Jill of America
  - Meharry Medical College
  - National Association for Equal Opportunity in Higher Education
  - National Black Alcoholism and Addictions Council, Inc.
  - National Black Caucus of State Legislators
  - National Conference of Black Mayors
  - National Council of Negro Women
  - National Dental Association
  - National Medical Association
  - National Organization of Black Law Enforcement Executives
  - Sigma Gamma Rho Sorority



# The Facts To Buckle Up America



## Seat Belts and African Americans – 2000 Report References

- <sup>1</sup> U.S. Census Bureau, Population Division, Population Projections Branch, 2000 Census data.
- <sup>2</sup> National Occupant Protection Use Survey, 2000. Controlled Intersection Study, National Highway Traffic Safety Administration, DOT HS 809 318.
- <sup>3</sup> Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, 1998.
- <sup>4</sup> Achieving a Credible Health and Safety Approach to Increasing Seat Belt Use Among African Americans, Department of Occupational and Preventive Medicine, Meharry Medical College, May 1999.
- <sup>5</sup> *Blue Ribbon Panel to Increase Seat Belt Use Among African Americans: A Report to the Nation*, December 2000, p. 11, DOT HS 809 185.
- <sup>6</sup> *Archives Of Pediatric & Adolescent Medicine*, 1998; 152: 1209-1212.
- <sup>7</sup> Motor Vehicle Traffic Crash Fatality and Injury Estimates for 2000, National Highway Traffic Safety Administration, November 2001.
- <sup>8</sup> Traffic Safety Facts, 2000, Occupant Protection, National Highway Traffic Safety Administration, DOT HS 809 327.
- <sup>9</sup> What Do Traffic Crashes Cost? National Highway Traffic Safety Administration, DOT HS 808 478, December 1996.
- <sup>10</sup> Traffic Safety Facts 2000, Children, National Highway Traffic Safety Administration, DOT HS 809 327.
- <sup>11</sup> Survey conducted by Public Opinion Strategies for the Air Bag & Seat Belt Safety Campaign, March 1998.
- <sup>12</sup> National Occupant Protection Use Survey, 2000. Controlled Intersection Study, National Highway Traffic Safety Administration, DOT HS 809 318.
- <sup>13</sup> Observed Shoulder Belt Use from the June 2001 Mini NOPUS, National Highway Traffic Safety Administration, DOT HS 809 319.
- <sup>14</sup> 2000 Motor Vehicle Occupant Safety Survey, National Highway Traffic Safety Administration.
- <sup>15</sup> Achieving Increased Seat Belt Use in Diverse Communities: The Law Enforcement Role, Report of the 2001 National Summit, January, 2001.
- <sup>16</sup> "Resolution to Support the Blue Ribbon Panel to Increase Seat Belt Use Among African Americans," and "Resolution on Child Restraints," accessed from NOBLE web site [http://www.noblenatl.org/legislative\\_concerns.htm](http://www.noblenatl.org/legislative_concerns.htm) on October 18, 2001.
- <sup>17</sup> Ulmer, R.G., Preusser, C.W., Preusser, D.F. *Evaluation of Georgia's Safety Belt Law Change to Primary Enforcement*. National Highway Traffic Safety Administration, in progress.
- <sup>18</sup> Preusser, D.F., Preusser, C.W. *Evaluation of Louisiana's Safety Belt Law Change to Primary Enforcement*. National Highway Traffic Safety Administration, DOT HS 808 620, 1997.
- <sup>19</sup> Ulmer, R.G., Preusser, C.W., Preusser, D.F. *Evaluation of California's Safety Belt Law Change to Primary Enforcement*. National Highway Traffic Safety Administration, DOT HS 808 205, 1994.
- <sup>20</sup> *Evaluation of Maryland, Oklahoma, and the District of Columbia's Seat Belt Law Change to Primary Enforcement*, Final Report. National Highway Traffic Safety Administration, DOT HS 809 213, March 2001.

DOT HS 808 866  
Revised November 2001

TWO-COLOR LOGO

Prints 100% PMS 293



Prints 100% PMS 485



Black and White Logo



TWO-COLOR LOGO

Prints 100% PMS 293



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## Buckle Up America

Displayed on this page are camera-ready public service announcements. Send them to the advertising or public affairs departments

of local newspapers or magazines. They can also be enlarged for use as posters for a variety of outlets.

Also visit our web address at <http://www.nhtsa.dot.gov> for high resolution four-color art that can be resized for printing.

**He'll do what you do.  
Buckle up.**

A black and white photograph of a young boy looking directly at the camera with a serious expression, his hand resting on his forehead.

**He'll do what you do.  
Buckle up.**

A black and white photograph of a young boy looking directly at the camera with a serious expression, his hand resting on his forehead.

**He'll do what you do.  
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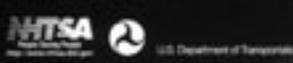
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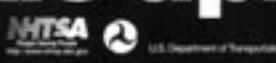
**She'll do what you do.  
Buckle up.**



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A LIBRARY OF PROGRAM AIDS TRAFFIC SAFETY MATERIALS CATALOG

CAMERA READY LOGOS





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kids aren't cargo



kids aren't cargo



kids aren't cargo



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MOTORCYCLE



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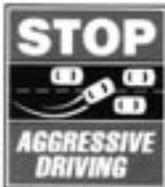
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CAMERA READY LOGOS



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CAMERA READY LOGOS



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# One Minute Safety Seat Checklist

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Using a safety seat correctly makes a big difference. A child safety seat may not protect your child in a crash if it isn't used correctly and installed properly in your vehicle. Take a minute to **Check To Be Sure.....**

- ▶ **All Children age 12 and under should ride properly restrained in the back seat!!!**
- ▶ **Never place a child safety seat in the front seat where a front mounted passenger air bag is present.**

## Do You Have and Understand the Instructions?

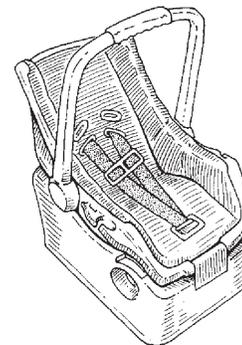
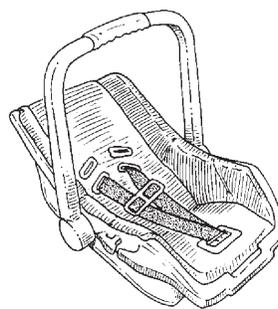
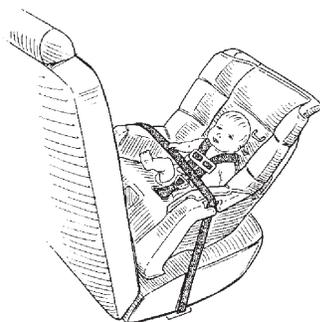
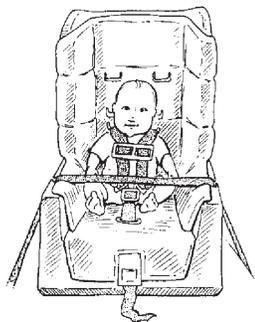
- Always read the child seat use and installation instruction manual.
- Read your vehicle owner's manual seat belt and child seat installation section.

HOW THEY WORK



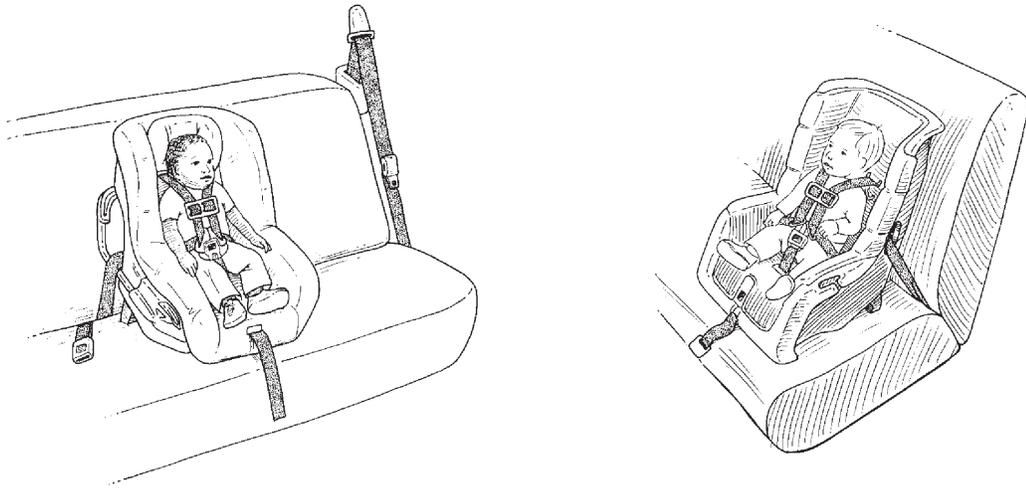
## Does Your Child Ride in the Correct Safety Seat?

- ▶ **Infants, from birth to about age one, and at least 20 pounds should ride in the back seat in a rear facing safety seat.**
- Harness straps should be at or below the infant's shoulders.
- Harness straps should fit snugly. The straps should lie in a relatively straight line without sagging.
- The harness chest clip should be placed at the infant's armpit level. This keeps the harness straps positioned properly.
- Infants weighing 20 pounds or more before one year should ride in a safety seat rated for heavier infants (some convertible seats are rated up to 30-35 pounds rear facing).

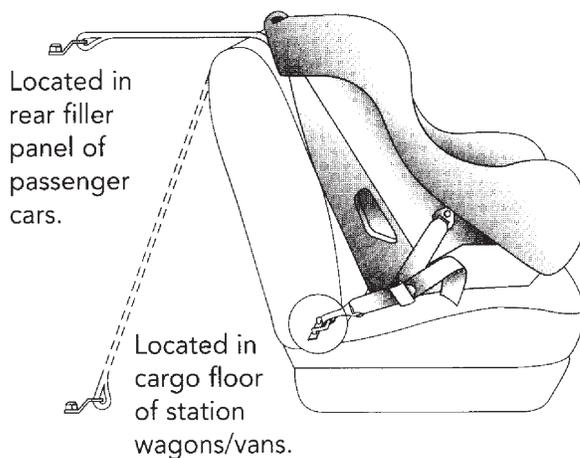


▶ **Children over one year and at least 20 pounds may ride forward facing in the back seat. Children should ride in a safety seat with full harness until they weigh about 40 pounds.**

- Harness straps should be at or above child's shoulders.
- Harness straps should be threaded through the top slots, in most cases.
- Harness should be snug. Straps should lie in a relatively straight line without sagging.
- Harness chest clip should be at the child's armpit level, which help keep the harness straps positioned properly on the child's shoulders.



The **Lower Anchors and Tethers for Children (LATCH)** System is designed to make installation of child safety seats easier by requiring child safety seats to be installed without using the vehicle's seat belt system. As of September, 1999, all new forward facing child safety seats (not including booster seats) have to meet stricter head protection requirements, which calls for a top tether strap. This adjustable strap is attached to the back of a child safety seat. It has a hook for securing the seat to a tether anchor found either on the rear shelf area of the vehicle or, in the case of mini-vans and station wagons, on the rear floor or the on the back of the rear seat of the vehicle. As of September, 2000, all new cars, minivans, and light trucks will have this tether anchor.



By September 1, 2002, two rear seating positions of all cars, minivans and light trucks will come equipped with lower child safety seat anchorage points located between a vehicle's seat cushion and seat back. Also by September 1, 2002, all child safety seats will have two attachments which will connect to the vehicle's lower anchorage attachment points.

Together, the lower anchors and upper tethers make up the **LATCH** system.

► **Children between 40-80 pounds should ride in the back seat in a belt-positioning booster seat, which uses the adult lap and shoulder belt. Booster seats should be used until the adult lap and shoulder belt fit children properly.**

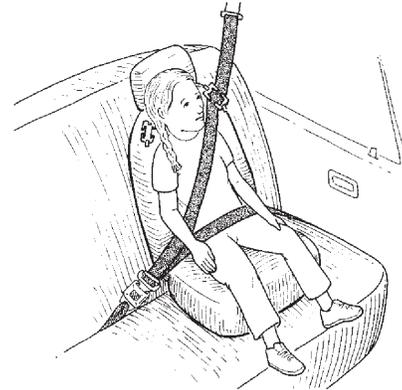
- Belt-positioning boosters can only be used with both the lap and shoulder belt across the child. The shoulder belt should be snug against the child's chest, resting across the collar bone. The lap belt should lay low across the child's upper thigh area.
  - Boosters should be used as "in between" safety devices for children over 40 pounds who have outgrown a forward-facing child seat.
  - Booster seats should be used until the child can sit with his/her back against the vehicle seat back cushion, knees bent over the seat cushion edge, and feet on the floor, approximately 4'9".
- 



Belt positioning booster must be used with a lap and shoulder belt



High-back booster with built-in harness (used up to 40 pounds) (harness removed 40-80 pounds)



High back, belt-positioning booster provides head restraint in vehicle back seats with low backs or no head restraint. Must be used with a lap and shoulder belt.

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If only a lap belt is available in the rear seating positions, an option may be to contact the vehicle dealer to see if retrofit shoulder belts can be installed. Another option may be to install products which can be used with a lap belt only such as a speciality-made harness or vest. Contact the Auto Safety Hotline at (888) 327-4236 for additional information.

U.S. Department of Transportation  
National Highway Traffic  
Safety Administration



# Traffic Safety Facts 1996

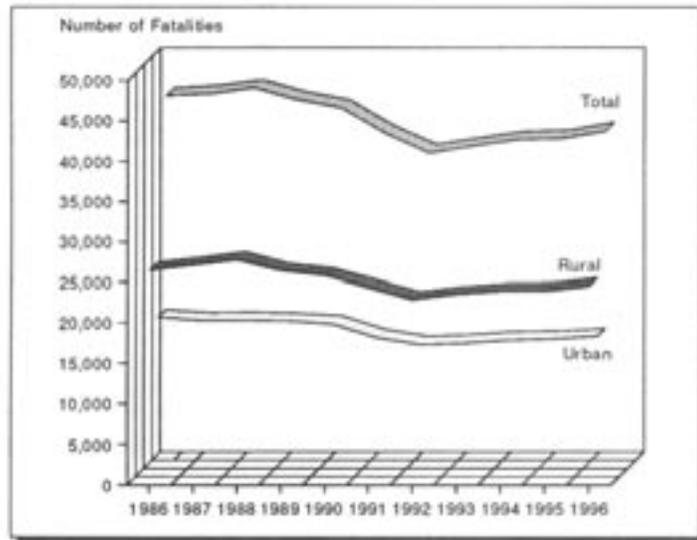
## Rural Areas



The Census Bureau provides rural and urban population breakdowns every 10 years. The latest figures available are for 1990, when rural areas made up 25 percent of the total U.S. population.

The Fatality Analysis Reporting System (FARS) uses the variable "Roadway Function Class" to identify rural and urban areas, as determined by the state highway departments and approved by the Federal Highway Administration. In 1996, crashes in rural areas accounted for 59 percent of total motor vehicle fatalities.

Figure 1. Number of Traffic Fatalities by Location, 1986-1996



*"In 1996, crashes in rural areas accounted for 59 percent of all traffic fatalities."*

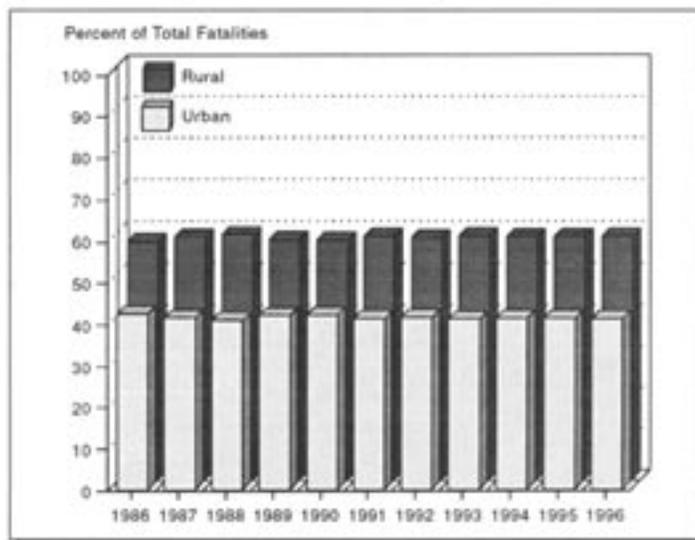
In 1996, 56 percent of all the vehicles involved in fatal crashes were involved in crashes that occurred in rural areas. Large trucks had the highest percentage of rural crashes at 66 percent, followed by light trucks (62 percent), passenger cars (52 percent), and motorcycles (48 percent).

Although rural areas accounted for only 38 percent of total vehicle miles of travel in 1995, the fatality rate in those areas was 2.6 per 100 million vehicle miles traveled, compared with 1.1 in urban areas (1996 data for vehicle miles traveled not available).

The fatality rate on rural Interstate highways was 1.2 per 100 million vehicle miles traveled in 1995, compared with 0.6 on urban Interstates.



Figure 2. Percentage of Traffic Fatalities by Location, 1986-1996



***“The 1995 fatality rate on rural Interstate highways was twice the rate on urban Interstates.”***

In 1996, 22 percent of the drivers involved in fatal crashes in rural areas (31,892) were cited for speeding, compared with 18 percent of drivers involved in fatal crashes in urban areas (24,677).

In 1996, 41 percent of the drivers involved in rural fatal crashes in which alcohol was involved were also speeding, compared with 37 percent of those involved in urban fatal crashes. In fatal crashes that did not involve alcohol, 16 percent of the drivers in rural crashes and 12 percent of those in urban crashes were speeding.

In fatal crashes during 1996 for which restraint use was known, 48 percent of the drivers of passenger vehicles in rural areas were unrestrained, compared with 36 percent of those in urban areas. In both areas, approximately one-third of the unrestrained drivers were also speeding.

In 1996, of the passenger vehicle drivers in fatal crashes that involved alcohol, 74 percent of those in rural crashes were unrestrained, compared with 63 percent of those in urban crashes. In fatal crashes that did not involve alcohol, 37 percent of the drivers in rural crashes were unrestrained, compared with 28 percent of those in urban crashes.

In 1996, 46 percent of the sport utility vehicles involved in fatal crashes in rural areas experienced rollover—more than any other type of vehicle. Rollover rates for other vehicle types involved in rural fatal crashes were 29 percent for pickups, 26 percent for vans, 21 percent for passenger cars, and 15 percent for large trucks. The rollover rates for vehicles in fatal crashes in urban areas were lower: 25 percent for sport utility vehicles, 15 percent for pickups, 11 percent for vans, 9 percent for passenger cars, and 8 percent for large trucks.

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**Traffic Safety Facts 1996 — Rural Areas**

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***“In 1996, 64 percent of all passenger vehicle occupant fatalities occurred in rural areas. Of those, 35 percent involved rollover.”***

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In 1996, 64 percent of total passenger vehicle occupant fatalities occurred in rural areas. Of those, 35 percent involved rollover. In urban areas, where 36 percent of the occupant fatalities occurred, 20 percent involved rollover.

In 1996, 30 percent of the passenger vehicle occupants killed in crashes in rural areas were ejected from the vehicle, compared with 21 percent in urban areas.

Of the motor vehicle fatalities that occurred at railroad grade crossings in 1996, 64 percent occurred in rural areas.

During 1996, 86 percent of drivers involved in rural fatal crashes were driving within their state of residency at the time of the crash.

**For more information:**

Information on rural and urban traffic fatalities is available from the National Center for Statistics and Analysis, NRD-31, 400 Seventh Street, S.W., Washington, D.C. 20590. Telephone inquiries should be addressed to Ms. Louann Hall at 1-800-934-8517. FAX messages should be sent to (202) 366-7078. General information on highway traffic safety can be accessed by Internet users at <http://www.nhtsa.dot.gov/people/ncsa>. To report a safety-related problem or to inquire about motor vehicle safety information, contact the Auto Safety Hotline at 1-800-424-9393.



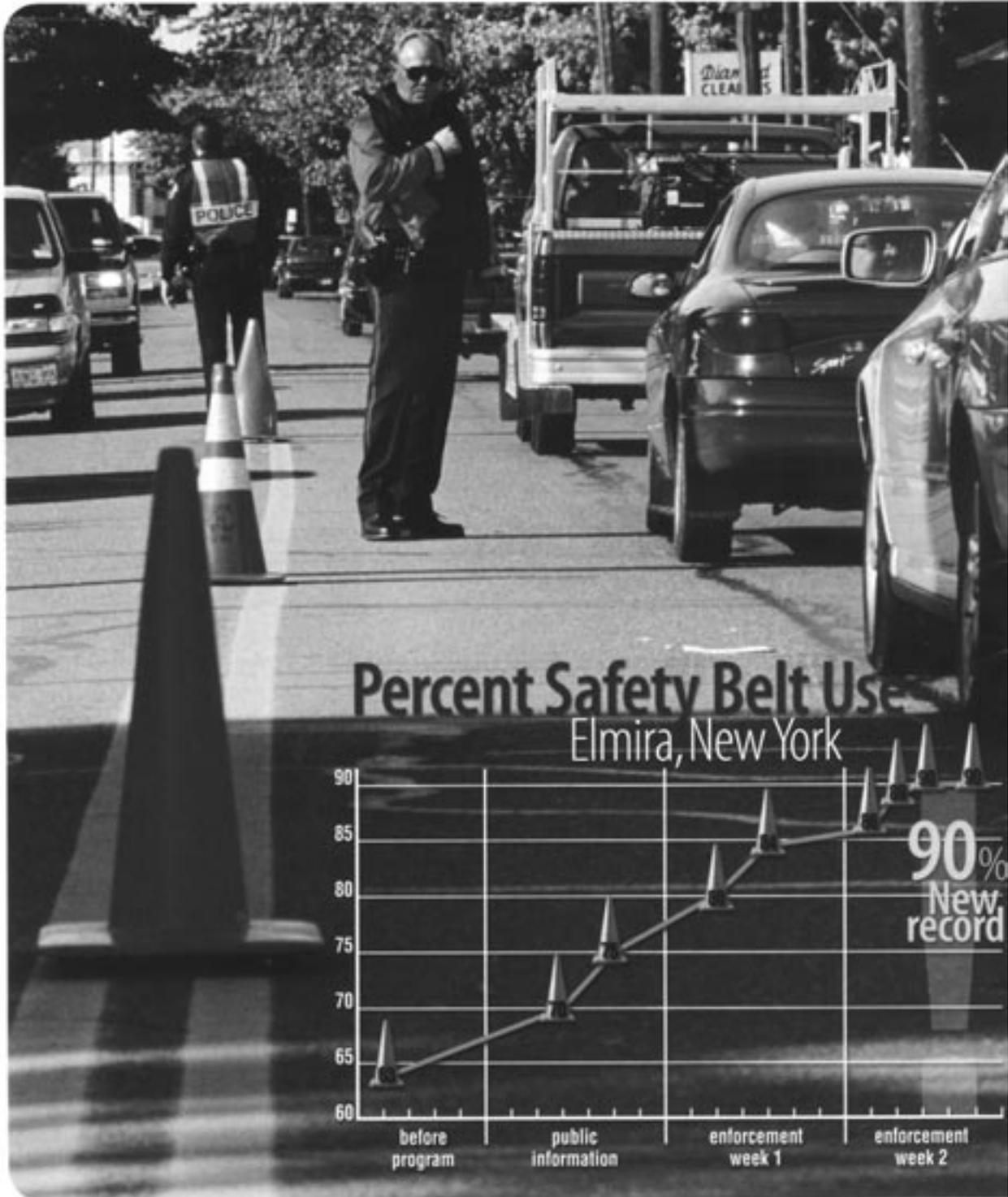


90% Belt Use



Successful STEP  
How to boost belt use like they did in Elmira, New York







**B**uckle Up NOW!, a Selective Traffic Enforcement Program (STEP) in Elmira, New York, used highly publicized, enhanced enforcement to create the perception of a nearly certain risk of being stopped for not using a safety belt.

Cosponsored by the Insurance Institute for Highway Safety and National Highway Traffic Safety Administration, this STEP achieved 90 percent belt use in a short time by incorporating the following elements:

- community coalition spearheaded by law enforcement leaders
- intensive enforcement of a primary belt law
- publicity emphasizing enforcement
- careful sequencing of program elements
- feedback on enforcement results and progress toward belt use goal

Buckle Up NOW! differs in several respects from earlier STEPs, which first were implemented in the 1980s. The earlier programs, including a 1985 one conducted in Elmira, emphasized the health and safety benefits of belt use. Warning periods were included before any tickets were issued for not buckling up. Since then, acceptance of belt use laws — and enforcement of such laws — has grown.

Elmira's STEP relied on three weeks of no excuses for not buckling up. The emphasis on heightened enforcement and publicity achieved 90 percent belt use. Here's what it took to get there week by week:

**WEEK ONE** focused on public information, with media reminders of the importance of belts. Motorists were told intensive enforcement would begin the next week. Belt use rates, observed daily, were displayed on special signs at key intersections.

**WEEK TWO** included intensive enforcement by city, suburban, county, and state agencies. Publicity continued the strong enforcement message. Feedback signs reported climbing use rates.

**WEEK THREE** intensified the enforcement. A final publicity wave reported results and garnered community support for achieving 90 percent use.

# Buckle Up **NOW!** in Elmira

## TIMELINE

Note: "Buckle Up NOW!" in  
The key is to implement

6/15/99 Hold  
initial meeting  
on roles and  
responsibilities,  
funding, overall  
program goals

7/15 Finalize  
roles and  
responsibilities,  
overall schedule,  
program  
elements

Contract  
with public  
relations firm

8/2 Specify  
media mix to  
carry theme

8/10 Develop  
campaign  
theme

8/11 Meet with  
enforcement  
agencies to  
discuss  
enforcement  
plan and  
agency roles

8/16 Schedule  
pre-program  
presentations  
to service  
organizations,  
editorial boards,  
and other  
community  
groups

8/20 Write copy  
for news  
releases, mock  
tickets, banners,  
print ads, radio  
ads, posters,  
magnetic car  
door signs, and  
fact sheets

8/27 Establish  
relationships  
with police  
agencies for  
overtime  
services

# JUNE JULY AUGUST S

Can 90 percent belt use be achieved elsewhere?  
Yes. Elmira is a medium-size community, and achieving the same result — 90 percent belt use — in a large city or rural area would require some modification of the program components. Still, it can be done. The key to success would be the same — a direct,

sharply focused enforcement message. And in any STEP a primary safety belt law is important so officers may stop motorists solely for not using belts.

Can 90 percent belt use be achieved in your own community? It can if you follow the five important steps outlined in this publication.

# E OF EVENTS 1999

Imira extended for 3 weeks. STEP programs may be somewhat longer. Intensive enforcement and publicity during a specified time period.

9/1 Create schedules specifying media mix and placement of advertisements

9/17 Book all paid time (radio) and space (print), schedule enforcement including overtime coordinated across agencies, and develop plan to attract news coverage

9/24 Pre-program presentations to community groups  
9/24 Produce mock tickets, banners, print ads, radio ads, posters, and car door signs  
9/30 Conduct baseline belt use observations

10/1 Begin daily belt use observations for feedback signs  
10/4 Hold initial news conference, distribute mock tickets, hang banners and posters, begin advertising and publicity, and unveil feedback signs

10/11 Begin enforcement, hold media event to highlight enforcement kickoff, monitor belt use rates and number of tickets issued  
10/22 Achieve 90% belt use  
10/25 Announce results to media and thank all participants



# SEPTEMBER OCTOBER

## STEP ONE

### Community Ownership, Planning, and Coordination

First define the community where the STEP will be conducted — a town, village, city, county, or region. In making the designation, consider these factors:

- Be sure the program reaches everyone. Balance available resources with the area's size and population.
- Assemble a strong coalition of enforcement and community agencies.
- Publicity must saturate the media, which may require considerable resources in large cities or counties.



so the size of the target area should correspond to available resources for media placement and distribution.

Because STEPs are brief and intense, planning and coordination are crucial. Develop a timeline for your STEP, from initial planning through program implementation, data collection, and evaluation. Designate people to assume the following responsibilities:

- overall planning/coordination
- enforcement planning/coordination
- publicity planning/coordination
- data collection planning/coordination
- public awareness materials
- spokesperson

Because enforcement is crucial, make sure enforcement officials from all local agencies take the lead and serve as spokespeople. They may also provide overall planning and coordination.



To tailor your STEP's message to local residents and deliver the message effectively, it might make sense to hire a local marketing and communications firm to develop the theme — for example "Buckle Up NOW!" in Elmira — and produce all media and public relations materials. An alternative is to draw on existing resources within local police or highway safety organizations to develop the theme, produce the media materials (advertisements, etc.), and place the ads. If a public information officer or media specialist from a local organization does become involved, the STEP must become this person's top priority. This is necessary to ensure program coordination.

Community support also is essential, so garner the early cooperation of public officials, civic and public organizations, private industry, and educational groups. Useful selling points: the lifesaving and injury-reducing benefits of belts plus related economic savings to the community when crash injuries are avoided. If they're available, use local statistics to make your case — they can be more persuasive than state or national figures.

Keep judicial officials apprised. This is important because putting your STEP into action may result in a dramatic increase in the workload of the courts.

Chemung County Sheriff Charles D.W. Houser planned and coordinated the enforcement component of "Buckle Up NOW!" in Elmira. He also assumed responsibility for the program's overall planning and coordination. Other local enforcement leaders including the chiefs of police in the City of Elmira, Town of Elmira, and villages of Elmira Heights, Horseheads, and Southport participated in planning and implementation. So did state police. Plus each agency conducted safety belt enforcement within its own jurisdiction.

## STEP TWO

### Publicity with a Direct Enforcement Message

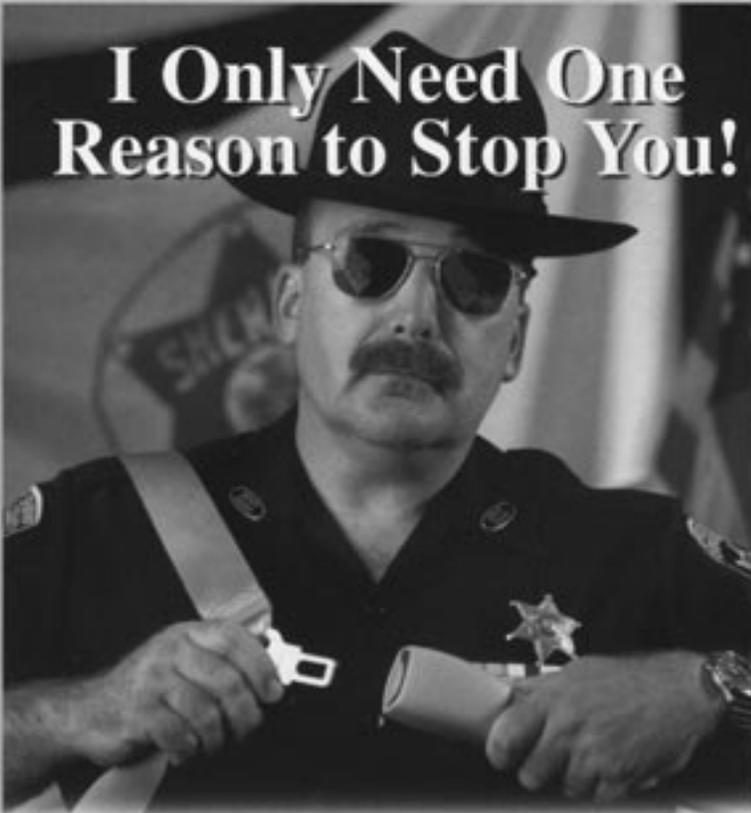
The goal of a STEP is to capture and sustain public interest through sharply focused publicity. Timing is crucial, so think of the first week as a "wake up" call. Begin with a flurry of publicity — display street banners with

the program theme, post feedback signs, distribute flyers, put up posters, affix "We Enforce Seat Belt" signs to police cars, and begin radio and newspaper advertising. Also hold a kickoff news conference involving local government officials and all participating enforcement agencies. Seek a newspaper editorial in support of the effort. In short, make it impossible to ignore the STEP in your community.

# Publicity for a Successful STEP

- kickoff news conference plus media event at first checkpoint
- feedback signs placed at major intersections that display running tallies of current belt use rates and the record high use rate
- large newspaper ads that change during the STEP
- radio spots that air when listeners are likely to be driving
- signs on patrol cars proclaiming the program's theme, like Elmira's "We Enforce Seat Belt Law"
- large street banners proclaiming the program's theme
- posters in public buildings and businesses reminding people of the program's theme
- facsimile traffic tickets for placement on vehicles
- fact sheets; editorials; daily radio, TV, and newspaper coverage; presentations at local events; radio and TV interviews; and more to keep everyone aware of the STEP





# I Only Need One Reason to Stop You!

**It'll cost you \$50 when I do.**

All you have to do is **NOT** wear your seat belt.

In Chemung County, we buckle down on drivers who don't buckle up.

When you're stopped, you'll be ticketed. The fine is \$50.

No excuses.

No exceptions.

It's the law.

**Buckle Up  
NOW!**



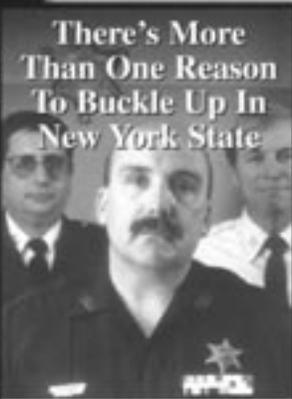
## How Many Reasons Do You Need Before It Clicks?

77 percent of the people who died in car crashes in Chemung County last year weren't wearing seat belts.

Are you wearing yours?

**Buckle Up  
NOW!**

Seat belts are the most effective safety device in cars today, saving countless lives, maybe even yours or your loved ones. Do your part or we'll have to give you a ticket!  
—Sheriff Charles Hager



## There's More Than One Reason To Buckle Up In New York State

In Chemung County, motor vehicle crashes happen every 8 hours and are a leading cause of injury and death.

In two seconds, you can buckle up and reduce your risk of being killed or seriously injured in one of these crashes by half.

So buckle up. You never know when you'll be in the wrong place... at the wrong time.

**Buckle Up  
NOW!**

984 people in Chemung County didn't plan on being killed or injured in a motor vehicle crash in 1997, but they were. You could be, too. Buckle up or we'll have to give you a ticket!  
—Sheriff Charles Hager

For each phase of the STEP in your community, develop a publicity plan that addresses the following:

- overall theme and media messages
- schedule and mix of paid advertising
- number and types of media events
- plan for producing advertisements
- number and types of flyers, posters, etc.
- plan for distributing flyers, posters, etc.

Media coverage — both paid ads and news reports — must continue throughout the STEP. During the first days of the program, announce the STEP. Tell everybody more tickets for not buckling up are right around the corner, so get in the habit now of using a safety belt.

Then the message to emphasize is that strong enforcement has begun. Schedule a media event on the first day enhanced ticketing begins. To maximize media coverage and convey a united enforcement effort, be sure all enforcement agencies participate in the media event and begin ticketing.

Also display safety belt use rate increases on feedback signs. Focus publicity on intensive enforcement and numbers of tickets being issued.

Toward the end of a STEP, the activities of previous weeks plus ongoing ticketing will generate further media coverage. As the program unfolds, encourage reporters to focus on progress toward your belt use goal, which is displayed on feedback signs and updated daily.

Employ a variety of strategies to get the most out of the publicity associated with your community's STEP:

- Use a strong local message. Messages about the safety and economic benefits of belt use can help marshal initial support and counter resistance to STEPs, so these are important before a program starts and during its first days.

- Remember that the three most important messages as a STEP progresses are enforcement, enforcement, and enforcement. Tell drivers they'll have to choose between buckling up and getting a ticket and a fine. Tell them failure to buckle up is reason enough to be stopped and ticketed.

- As the program moves toward its conclusion, bring media messages back to the lifesaving benefits of safety belts. Consider publicizing individual "saved by the belt" stories, in which survivors tell how they were saved in a crash because they buckled up. These can be powerful motivators to get people to use their belts. Plus the stories reinforce the need for the enhanced belt law enforcement.

- To sustain media interest, keep reporters abreast of enforcement results day by day. Give reporters suggestions for news or feature stories — for example, individual stories from survivors or reasons motorists give at checkpoints for not buckling up. Information about the belt law plus crash and injury statistics can be summarized in a fact sheet for the media.

- Rely on enforcement officials as primary spokespeople. They generally are experienced at addressing the media, and because of their roles and responsibilities in the community they can convey both the safety and enforcement messages. People will believe them when they talk about the near certainty of getting a ticket for not buckling up.

Safety belt checkpoints are essential not only to the enforcement effort but also for publicity. They're highly visible and generate media coverage. They reinforce the perception among motorists that a ticket is all but certain if a safety belt isn't buckled.





## STEP THREE

### No-Excuses Enforcement Is Key to a Successful STEP

The purpose of a STEP is to create the perception among all motorists that they'll get a ticket if they don't buckle up. No warnings will be issued in lieu of tickets. No excuses will be accepted. Creating this perception requires a coordinated enforcement effort.

The number and types of enforcement activities will vary according to a community's size and type (for example, urban or rural), but any enforcement plan should ensure that all motorists encounter some type of enforcement during the program. The goal is not only to increase actual enforcement but also to enhance the public's perception that the enforcement is intensive. A good way to do this is by conducting highly visible safety belt checkpoints. And to reinforce the idea that the enforcement is a coordinated community-wide effort, some of the checkpoints should involve the participation of several agencies — for example, the sheriff's office and local police.

The coordinating enforcement agency should develop a comprehensive enforcement plan and integrate the efforts of all participating agencies. The plan should detail the time, location, and personnel for each special enforcement effort. In developing such a plan, consider these factors:

- Conduct enforcement on both weekdays and weekends at different locations and varying times.
- Avoid checkpoints at night or in bad weather. They usually aren't productive.
- Hold checkpoints at highly visible locations with large traffic volumes and adequate space to pull over unbelted motorists for ticketing. This minimizes the delay among motorists who do buckle up.
- Make sure the first safety belt checkpoint and some subsequent ones involve enforcement personnel from multiple agencies.
- Station a "spotter" a block or two before each checkpoint to identify vehicles with unbelted occupants and radio officers conducting the checkpoint. This way unbelted motorists won't be able to avoid a ticket by buckling up as they approach the checkpoint.



## Enforcement Results for Buckle Up **NOW!**

- 32 checkpoints throughout the county during 12 days
- at least 3 checkpoints each weekday
- 823 traffic tickets including 474 belt citations, 10 child restraint citations, 236 tickets for other nonmoving traffic violations, and 103 citations for moving traffic violations
- 1 motorist arrested for DWI and 4 people arrested for crimes unrelated to traffic



Keep traffic moving through checkpoints efficiently to minimize inconvenience among the majority of motorists who do buckle up. Make sure there's adequate space to pull over unbelted motorists for ticketing. Conduct checkpoints on both weekdays and weekends but not at night or in bad weather when they usually aren't productive. Remember that the purpose of checkpoints is not only to ticket people who don't use belts but also to raise STEP visibility, thus encouraging all motorists to use belts.

## How to Co

- Conduct a baseline belt use survey a week before the STEP, daily observations throughout the STEP, and then another survey two weeks after it.
- Observe belt use during high-volume daylight hours at high-traffic intersections selected to represent a cross section of the community's traffic.
- Conduct observations at the same time each day.
- Observe only traffic in the lane nearest the observer.
- When the traffic light is red, observe as many stopped vehicles as possible by walking down the line of stopped vehicles.

- Use information from daily belt use surveys to direct enforcement to areas where use rates are lagging.
- Supplement checkpoints with saturation, roving, and/or foot patrols so drivers don't believe they can avoid ticketing simply by avoiding the checkpoints.
- Report all enforcement activities and ticket tallies to the enforcement coordinator every day of the program. Then make sure to convey this information to the media to enhance the perception that enforcement of the belt law is unprecedented.

Ensure adequate personnel for a high level of enforcement by approving overtime for officers or diverting resources from other law enforcement activities. Additional police dispatchers may be needed during the two weeks of special enforcement to process increased requests for the driver's licenses and registration records of motorists being ticketed. Think about these issues in advance so the enforcement effort that's essential to the STEP won't be hampered by unanticipated administrative bottlenecks.

## Conduct Safety Belt Observations

- When the light turns green, select the first vehicle passing a pre-determined reference point. Once belt use has been recorded for the first vehicle, select the next vehicle to pass the reference point, then the next, etc.
- Observe shoulder belt use only for drivers and right front passengers in vehicles covered by the belt law.
- Indicate observed use as yes, no, or incorrect (incorrect if the belt is behind the back or under the arm).
- Following a fixed daily schedule, observe 100 vehicles or 30 minutes, whichever comes first, on the north or east side of the street. Then observe south or west traffic, observing 100 vehicles or 30 minutes, whichever comes first, at each intersection selected for conducting the observations.
- Don't conduct belt use observations in bad weather.
- Train observers in the field and provide them with a detailed schedule, a set of procedures, and easy-to-use reporting forms.
- Post results on feedback signs, and update the signs every day.



**Buckle Up NOW! Checkpoint Report**

Host Agency: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Date of Report: \_\_\_\_\_

**Enforcement Information**  
 Date of Checkpoint: \_\_\_\_\_ Start Time: \_\_\_\_\_ End time: \_\_\_\_\_  
 General Location: \_\_\_\_\_  
 Participating Agencies: \_\_\_\_\_ Number of Officers: \_\_\_\_\_

Violations	Number of Tickets	Number of Persons Arrested
Seat Belt		
Child Restraint		
Speed		
Other Moving Violations		
Non-Moving Violations		
DWI/DWAI - Related		
Non-Traffic Misdemeanor		
Non-Traffic Felony		

Describe significant incidents including non-traffic arrests.  
 \_\_\_\_\_  
 \_\_\_\_\_

## STEP FOUR

### Tracking and Reporting the Progress of Your STEP

Tracking progress is critical to evaluating a STEP. Plus the progress should be reported to the media to heighten public awareness of the program. Track the progress of your STEP three ways:

- **Track enforcement efforts:** A simple form for each checkpoint or other enforcement activity (see above) shows the location, time of day, enforcement agency conducting the action, number of officers, and number and types of tickets issued. Make special note of any nontraffic criminal arrests. Provide a daily count of these totals to the media, emphasizing the number of safety belt and child restraint citations being issued. Information on the other types of violations, especially criminal arrests, reinforces the message that belt enforcement assists other types of law enforcement and improves overall safety.

- **Track safety belt use:** A proven way to increase belt use is to post roadside signs providing up-to-date feedback about local belt use rates. Such signs remind

motorists about belt use, imply a constant and vigorous enforcement presence, and motivate the community to continue toward the goal. Feedback signs, displaying both the current use rate and the record, should be posted on the first day of a STEP, when current and record rates will be the same (a baseline rate computed before the program started). As the STEP progresses, the current use rate will go up. To measure the changes, conduct daily surveys at representative intersections with high traffic volumes.

Such daily surveys shouldn't preclude other, more rigorous evaluations. In fact, a STEP may be facilitated by conducting surveys that include more sites and gather information on belt use by the gender, age, and ethnicity of occupants as well as vehicle type.

- **Track public perceptions:** Gather information about changing public attitudes and perceptions through formal or informal surveys conducted before and toward the conclusion of a STEP. The initial results may be useful in planning the program, and subsequent changes in survey results can help evaluate program success. Questions might address residents' knowledge of the safety belt use law, attitudes toward enforce-



# STAR-GAZETTE

Saturday, October 23, 1999

Elmira, New York

## More than 800 people buckled up, and cops hop

### Crackdown to encourage buckling up

Starting Monday, area police will team with insurance firms to spur seat belt use.

#### Seat belt enforcement

■ What: Chemung County law enforcement team conference.  
■ When: 11 a.m. Monday.  
■ Where: Wilson Park, North Elm Street, Elmira.  
■ Details: Chemung County law enforcement officers will meet about on streets and highways who do not comply with the state seat belt law. This week, officers will have coverage. The following two weeks, they will have tickets.

By DONALD COOK and  
MARGARET COFFIELD  
for Star-Gazette

## Drivers are buckling up, cops find

Chemung County's crackdown already gets more people to use their seat belts.

By WELLY GARDNER  
Star-Gazette

garden@gazette.com

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#### No belt? Big bucks

Our view: Starting today, drivers need to buckle up in Chemung County.

It's not as though the Chemung County police have been to your car since you bought your car. Police are going to start writing, and when they're done, it could cost you a lot of money.

Starting today and for the next two weeks, police will be writing up citations for drivers who aren't wearing seat belts. It's part of an on-going crackdown after what "Buckle Up Now!"

The program has a goal of increasing seat belt use by 10 percent.

It's a program that we have outlined in the previous editions, but it's also clear from reader reactions that we will be looking for many more citations than we had in an earlier or later right to drive. The majority of those citations in the Chemung County will be issued before the end of the year.

All those citations will be issued in the next few weeks. If you're not wearing your seat belt, you'll get a citation. If you're not wearing your seat belt, you'll get a citation. If you're not wearing your seat belt, you'll get a citation.

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ment, awareness of the STEP and particular themes associated with it, perceived level of enforcement, and/or reasons for not buckling up. Highlights of Elmira's opinion surveys include these findings:

- 90% were aware of the safety belt program.
- Public perception that the belt law was being enforced "very strictly" increased from 34% before "Buckle Up NOW!" to 77% after it.
- By the third week, 61% reported going through at least one checkpoint during the past month.
- 79% said they favor belt law enforcement.

If based on a representative sample, surveys of residents conducted via telephone, face-to-face, or in writing can provide reliable estimates of community perceptions.

## STEP FIVE

### The Wrap-up

The final step in a successful STEP is to celebrate the increase in belt use and recognize the contribution of participants. Program results should be tabulated and belt use rates supplied to the media within a week. Issue a press release, display the belt use results throughout the community, and persuade newspapers, radio, and television to run congratulatory comments.

## MORE INFORMATION

Federal assistance is available for implementing Elmira-type programs. Contact your Governor's Highway Safety Representative.

Newspaper editorials supporting "Buckle Up NOW!" in Elmira increased both program visibility and residents' awareness that special belt law enforcement was being conducted. Opinion surveys conducted before, during, and after the STEP indicated this heightened awareness — public perception that the belt law was being enforced "very strictly" increased from 34 percent of residents before "Buckle Up NOW!" to 77 percent after the program. Highly visible checkpoints plus saturation media coverage, including feature stories and news editorials, helped create this change in public opinion.



January 2000

1005 N. Glebe Rd.  
Arlington, VA 22201  
703/247-1500  
www.highwaysafety.org

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FOR HIGHWAY SAFETY**

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American National Property and Casualty  
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Amwest Insurance Group

Auto Club South Insurance Company  
Automobile Club of Michigan Group  
Baldwin & Sons Group  
Berkshire Insurance Companies  
Berkshire Mutual  
California Insurance Group  
California State Automobile Association  
Carmax Companies  
Church Mutual  
Colonial Penn  
Cotton Group Insurance Companies  
Cotton States  
Country Companies  
Erie Insurance Group  
Farmers Insurance Group of Companies  
Farmers Mutual of Nebraska  
Fidelity & Deposit  
Foundation Insurance  
Herkentrot  
The I&I Group  
General Casualty Insurance Companies  
Geac Insurance  
Hartford Insurance Companies  
The Hartford  
Hill's Spirit Bureau  
Kaiser-Frazer-Buick  
Kemper Insurance Companies  
Liberty Mutual Insurance Group  
MetLife  
Mercury General Group  
MetLife Auto & Home  
Mutual Mutual

Montgomery Insurance Companies  
Mutual Club of America Insurance Company  
Mutual Insurance Companies  
Mutual Insurance  
NI Insurance Companies  
Nation of George Mutual  
Nationwide Insurance  
North Carolina Farm Bureau  
Northland Insurance Companies  
Oklahoma Farm Bureau  
Old South Insurance Company  
Oregon Mutual Group  
OtomAuto  
Paladin Safety and Insurance Association  
Peak Insurance  
PFFCO Insurance Companies  
The Progressive Corporation  
The Prudential  
Regence Insurance  
Royal & Sun Alliance  
SARCO Insurance Companies  
SCPA  
Stetler Insurance Companies  
State Auto Insurance Companies  
State Farm Insurance Companies  
The St. Paul Companies  
Toko Marine  
USAA  
Virginia Mutual Insurance Companies  
Walter Insurance Group  
Windsor and Marine of America  
Zach E.C.